

Peterborough Shop Front Design Guidance



Supplementary Planning Document

October 2013



TEMPORARY FRONT COVER

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Peterborough Shop Front Design Guidance Supplementary Planning Document

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1. Introduction

- 1.1 This supplementary planning document provides guidance to improve the standard of shop front design and advertisements throughout Peterborough. This guidance is not intended to be overly prescriptive or stifle modern innovative designs. It is to provide an understanding of the design of shop fronts and advertisements that Peterborough City Council will support when reaching a decision on any planning application or application for advertisement consent.
- 1.2 A shop front is a retailer's window to present the best possible advertisement for their business. It creates the first impression of the trade with potential customers. A good shop front should add interest to the street scene, attracting shoppers and encouraging them to stay and spend.
- 1.3 Good design and a high quality environment go hand in hand. A carefully designed and eye-catching shop front is good for business and can make a positive contribution to the character of the street and the vitality of our retail areas. Conversely, a poorly designed shop front can be visually intrusive and harm the retail area. An attractive shopping street is good for all.
- 1.4 In this guide the term 'shop' is defined as any commercial premises having a fascia sign or display window, including non-retail premises such as banks, public houses, betting offices, amusement centres, restaurants, takeaways, estate agents, building societies and other businesses in a shopping area.
- 1.5 This guide was adopted by Peterborough City Council on XXXX as a Supplementary Planning Document (SPD). It forms part of the city council's planning policy framework, supplementing the design policies of the adopted Peterborough Core Strategy Development Plan Document (DPD) and Peterborough Planning Policies DPD, as detailed in section 2 below. As such, it is a material consideration in the determination of planning and advertisement applications.



Chas Weber Jewelers
Narrow Bridge Street late 19th C



Cathedral Square / Bridge Street early 20th C



Frank Brothers Butchers
Westgate

2. Planning Policy Context

- 2.1 The context for this design guide is set by policies in the Peterborough Core Strategy DPD (adopted on 23 February 2011) and the Peterborough Planning Policies DPD (adopted on 5 December 2012). Policy CS16 of the Core Strategy deals with Urban Design and the Public Realm; this requires all new developments to deliver high quality and inclusive design and sets out a number of key design principles that should be taken into account in any new development.
- 2.2 Policy PP11 of the Planning Policies DPD (Shop Frontages, Security Shutters and Canopies) requires that a new replacement or altered shop front should be sympathetic to the building to which it would be fitted and not detract from the character or appearance of the street. Advertising should be incorporated as an integral part of the design. Canopies and external security shutters will only be supported in limited circumstances.
- 2.3 Policies CS17 of the Core Strategy DPD (The Historic Environment) and PP17 of the Planning Policies DPD (Heritage Assets) are also relevant where works to a shop front or the installation of a new shop front are proposed within a conservation area or in relation to a nationally or locally listed building. These policies seek to strike an appropriate balance between the need for development and the conservation of heritage assets in accordance with national policy in the National Planning Policy Framework.
- 2.4 This Design Guidance supplements these policies with advice and specific design principles. Proposals for new or altered shop fronts and advertisements are likely to meet the requirements of the DPD policies if they satisfy all of the design principles and accompanying guidance in this SPD.

3. The Need for Permission

- 3.1 Most alterations to shop fronts will require approval under the Planning Acts, Advertisement Regulations and Building Regulations. More than one type of consent may be required. Before making any alterations, developers are advised to contact Planning Services to check if consent is needed (Section 12).
- 3.2 **Planning Permission**
 Planning permission will be required for any alterations that materially affect the external appearance of the shop front, such as replacement of the shop front or frame, changes to the fascia, the installation of external security shutters and grilles, the installation of a canopy/blind or awning, or illuminated signs. Permission is also needed for changes to the materials used. Works that do not materially affect the appearance of the shop front, such as repainting and maintenance, do not require planning permission.
- 3.3 **Listed Building Consent**
 Any alterations to a listed building require listed building consent if the works affect the character or appearance of the building. This can include small changes to features such as doors, decorative details, and fire and burglar alarms. It is always advisable to contact our Conservation Team for advice on works to a listed building.
- 3.4 **Advertisement Consent**
 Consent is required for most advertisement works, such as installing a new fascia or projecting sign, or changing the materials or colour of a sign. Most illuminated signs require advertisement consent. In conservation areas and on listed buildings all illuminated signs require consent. The regulations can be complex and it is advisable to seek advice from the duty planning officer, Planning Services (Section 12).

3.5 Building Regulations

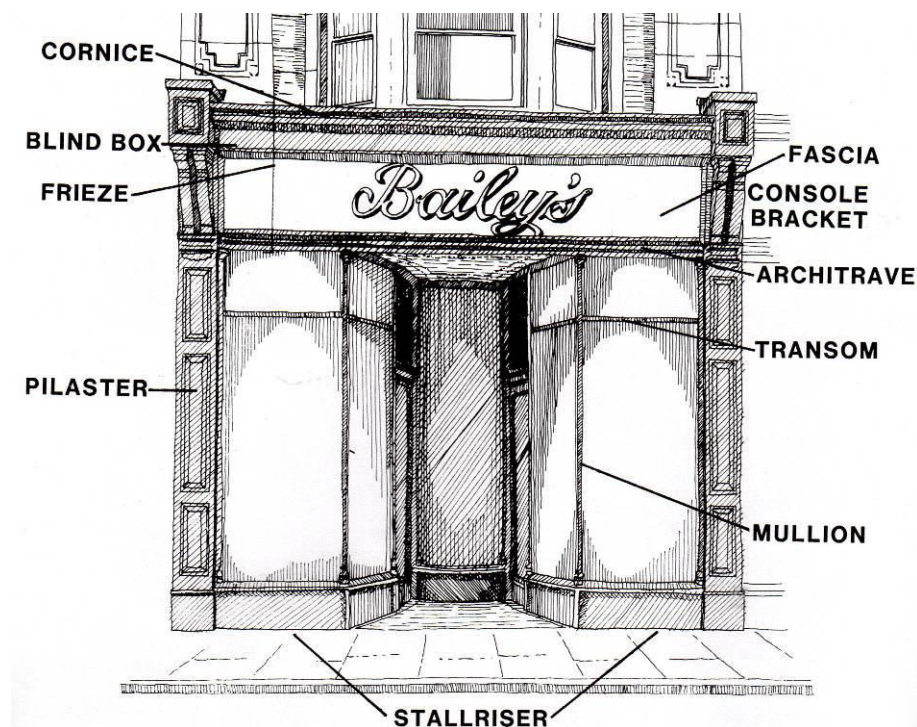
In addition to planning and advertisement consent, certain works to shop fronts need to comply with building regulations legislation. For example, if work involves structural alterations, alterations to access and approach, or if there are implications for fire escape.

3.6 Pre-Application Advice

It is recommended that before submitting any application to carry out works, you discuss your proposal with Planning Services. This will ensure that your proposal is appropriate and increase the chance of obtaining permission. Full details are available on our website: www.peterborough.gov.uk.

4. Parts of a Shop Front

4.1 Shop fronts are composed of functional parts which together form a complete visual composition. Each part has a specific role. These apply equally to any period of construction, not just shop fronts on historic buildings or in conservation areas. They are a sound basis for designing shop fronts, including a modern design. The key parts of a traditional shop front are:



4.2 Cornice, Fascia, Architrave and Console Bracket (Entablature)

The fascia board is located across the shop between the console brackets at the top of the pilasters. This is the place for the shop name and was traditionally angled towards the street to be easily read.

Above is a cornice which provides a distinctive horizontal divide from the upper floors. A projecting moulded cornice protects the fascia and shop below from rainwater runoff. Decorative carved console brackets form 'bookends' to the fascia between the cornice and pilaster. They help frame the fascia and add vertical rhythm to the shop front.

4.3 Pilasters and Stall Riser

Pilasters form the uprights either side of the shop front, give vertical framing and visual support to the fascia and upper floors and form a type of picture frame. They comprise a plinth, a column the height of the window and a console. A pilaster establishes a visual separation between neighbouring properties. The stall riser forms a solid visual base to the shop front and gives protection to the glazed area above; it is often constructed of stone, brick, render or paneled timber.

4.4 Windows

Windows are subdivided by transoms and mullions to form horizontal and vertical divisions. Vertical divisions often reflect the vertical division of the upper floors. The cill supports the windows and, like the stall riser, provides protection.

4.5 Entrance

The entrance is typically centrally located and from the late 19th century often became recessed to give visual interest, shelter and maximum window display.

5. Design Principles

5.1 A shop front projects the best possible image of the business. It needs to display goods effectively and attract customers. It is in the shop owner's interest to make sure that the shop front is well designed and makes a positive contribution to the street. Attractive shopping streets that provide a pleasing shopping experience will lead to higher custom.

5.2 In the past, most shop fronts were designed as an integral part of the building and based on classical proportions, with the various elements forming a balanced composition with the building. While we have some excellent shop fronts in the city, others have been harmed by unsympathetic alterations and are out of keeping with the building and the street scene.

5.3 The guide does not set out to prescribe specific styles and is not intended to restrict ideas, but to encourage appropriate high quality sympathetic design. The style which a new shop front should take will vary depending on the age and type of the building. A well designed shop front will complement the building and enhance the character of the street.

For a shop front to be successfully integrated into its surroundings it is important to follow certain established design principles:

5.4 The Streetscene

Consider the impact of the design on the character of the street. Proportions, materials and details should maintain and reflect the variation of nearby buildings. The shop front should not dominate its surroundings.

5.5 The building

Consider the shop front as part of the whole building. A well designed shop front will harmonise with the style and proportions of the building. Good guidance can be obtained from looking at the style and proportions of the building and any surviving fabric and historic photographs, looking at neighbouring buildings and other sympathetic shop fronts in the area.



6. Design Approach

Design Principle 1 : Design approach

- (i) Assess the appropriateness of repair and the opportunity for enhancement.
- (ii) For new shop fronts, the design should take account of the architectural style of the building and the street scene and include:
 - pilasters (for visual separation between shop fronts), a cornice (for visual support and enclosure) and a stall riser (for a visual base); and
 - a fascia which:
 - is in proportion to the building
 - does not extend below the bottom of the corbel or above the ground floor ceiling level
 - does not obscure any architectural detailing
 - aligns with adjacent fascias, if part of a group
 - is not a projecting box design

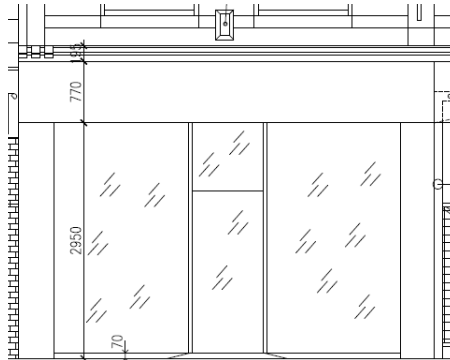
- 6.1 Having made an appraisal of the building and its surroundings, it is important to consider the design approach to follow.
- 6.2 The removal of a traditional shop front that is part of a listed building or within a conservation area will not be permitted if it is appropriate to the building or is of architectural or historic interest in its own right.
- 6.3 Where an existing shop front is sympathetic to the building or of historic interest it should be refurbished and repaired rather than replaced. Traditional detailing should be conserved. Where an original shop front has been altered much of the architectural framework, such as pilasters or fascias boxed in and hidden by later work often survives, and these can be revealed.
- 6.4 The city council will encourage owners first to repair original shop fronts; second to repair or re-establish the traditional architectural frame of a shop front; and third to propose well proportioned, high quality, modern design as a third alternative. Two common approaches to shop front design are:

Traditional shop fronts

- 6.6 This approach is normally called for within Conservation Areas, on a listed building or building of local interest. Where there is evidence of the original shop front on older buildings, the reinstatement of traditional designs is encouraged.
- 6.7 A traditionally designed shop front will have a timber architectural framework around the shop front of pilasters, capital and plinth, console bracket, cornice, fascia and stallriser framing the display windows and giving visual support to the upper floors. The shop window will typically include timber vertical mullions and a transom rail at door head height with transom lights above. The entrance door would be set back from the edge of the pavement.



Examples of traditionally designed shop fronts retaining original detailing



Poorly designed shop front



Traditionally designed replacement

Modern shop fronts

- 6.8 In some locations a modern shop front will be appropriate and new shopfronts of innovative design are encouraged. Good modern designs are often based on the re-interpretation of traditional forms. A design could be developed within the traditional architectural framework or within a new shop frame that re-interprets the proportions of adjacent shop fronts in a contemporary way. The surround should look capable of supporting the upper floors and the design should add visual interest to the street.

A modern design can sometimes be successfully incorporated into traditional building facades where careful consideration is given to: the age, style and proportions of the building, materials, and craftsmanship.



Examples of modern shop fronts



Scale, height and proportions

- 6.9 The scale, height and proportions of a shop front should be in proportion with the building. The shop front and any upper floors should work together, rather than separately.

Vertical sub-divisions should be used to retain the appearance of separate shops. This can be done by retaining dividing pilasters and respecting differences in adjacent fascias and stall risers. Individual fascias should be used.



Where a shop front covers more than one building or facade, shop fronts should be individually designed for each unit of façade. Where a shop straddles two different buildings the shop fronts can abut on the line of the party wall with a double pillaster and use common colour schemes and materials. (Illustrated below)



Design in sympathy with the building

Poor quality shop fronts can erode local character and provide an unattractive place for visitors. Long unbroken shop fronts do not respect the character of the building and have little visual appeal.

Well designed shop fronts improve the shopping experience and enhance their surroundings. A shop front can be enhanced with a sympathetic design and restore the architectural unity of the building.

Fascia and detailing

- 6.10 The fascia is the most important part of a shop front as it provides the space for advertising. It should be well proportioned, and typically be no deeper than 1/5th of the height of the shop front. A fascia should not obscure any existing architectural features, extend above the ground floor ceiling level or across more than one building.

- 6.11 Oversized fascias have a heavy and dominant appearance. They harm the proportions of a shop front and are often used to conceal suspended ceilings within the shop. The change in level can be overcome through transom lights with opaque glass or setting the suspended ceiling back inside the shop and splayed.
- 6.12 Moulded cornices should have a detailed lead flashing for weather protection and, if the projection is sufficient, can be used to incorporate discreet lighting, if appropriate.
- 6.13 Modern projecting box fascias detract from the appearance of a shop front and are usually unsympathetic to the street scene. They are not permitted in conservation areas or on heritage buildings. If one is used on a modern building, it should be recessed behind the fascia.



Inappropriate oversized fascias and deep projecting box fascias



Contemporary style fascia

Traditional style fascia

- 6.14 Pilasters and corbels should be used to provide vertical emphasis, give visual support to the fascia and upper floors and enclosure to the shop front. They should project beyond the shop front and be free of fixtures such as signs, alarm boxes and blind fittings.

Stall risers

- 6.15 Stall risers are normally required to provide a visual base to the shop front and support and protect the glazing. They also add a sense of security. Appropriate depth will be set by the design of the shop front, although a solid up-stand of at least 450mm is expected. The materials used should respect and enhance the building and shop front. Existing stall risers of quality should be retained. Contemporary designs should also include some form of stall riser.



Examples of traditional and contemporary stall risers

Doors and Access

- 6.16 Access to shops must take into account the needs of all members of the public. A level access should be provided wherever possible. All work should be compliant with the Building Regulations 2010 as amended and the provisions of the Equality Act 2010. Advice is available from our Building Control Section.

- 6.17 Doors should preferably be located centrally to give visual interest and clearly define the entrance. Recessed doorways are a common feature of traditional shop fronts and add interest. They provide an increased window display, protect customers from rain and provide a level access. An existing recessed entrance door opening should be retained.
- 6.18 Windows and doors should be made of the same material and painted the same colour. Fixtures and fittings should complement the style of the shop front. The traditional door is normally part glazed. Door panels should match the height of the stall riser. Attractive paving in the recessed entrance can enhance the character of the shop front.



Well designed entrance: recessed, level access and outward opening

Decorative mosaic tiles in recessed entrance

- 6.19 Creating independent access to upper floors, if they are in a different use, should be considered as part of any refurbishment scheme. The treatment of any such access should be in keeping with the materials and proportions of the shop front.

Windows and Glazing

- 6.20 The size and style of shop windows, including mullions and transoms, should be in scale and proportion with the shop front and the character of the building. Windows should be taken down to a cill and stall riser. Large single sheets of glass should be avoided on traditional shop fronts. Laminated glass should be used for public safety, and as a security measure.

7. Materials and Colour

Design Principle 2 : Materials and colour

- (i) the design should propose high quality materials;
- (ii) traditional materials will be expected in any proposed shop front to be installed at a listed building or a quality building within a conservation area;
- (iii) the colour scheme should be in keeping with the colour scheme on the building and adjoining buildings;
- (iv) the finish should enhance the shop front design.

Non-traditional materials may be used where it is demonstrated that they will respect the street scene and not harm the appearance of the building.

- 7.1 High quality materials and finish will be required in any shop front design. These should harmonise with and complement the building.

- 7.2 Painted timber should be the basis of new designs in conservation areas and listed buildings. It is most adaptable and versatile and can be easily repaired. Non-traditional materials (i.e. plastics and plain aluminium) will not normally be permitted. Other materials, such as metal frames in a dark coated finish, bronze, stone and brick, may be appropriate if the building design and age lean towards the use of these materials.
- 7.3 The use of UPVC material should be avoided as this will normally detract from the architectural quality of the building and character of an area. This material is normally not as cost effective as timber or aluminium shop fronts.



Examples of shop fronts incorporating the basic elements of good shop front design and quality materials



Colour

- 7.4 Colour is a very important consideration. Colour schemes should harmonise with the rest of the building and add to the street scene. Standard corporate colour schemes should be adapted to suit the character of the area. The range of colours used should generally be kept to a minimum. Timber shop fronts should be painted and not stained or varnished.



Visually dominant colour



Effective use of colour



- 7.5 A single colour should be used for all for all major elements, with a contrasting colour picking out key features to good effect. Dark, rich, primary matt colours are the most appropriate background colours for shop fronts on historic buildings and within conservation areas. Lighter colours such as white and cream as the main colour should be avoided as they discolour easily.

8. Signage and Lighting

Design Principle 3 : Signage and lighting

Projecting or hanging signs should:

- (i) not obscure architectural detailing;
- (ii) be located at fascia level;
- (iii) be clear of the highway by a minimum height of 2.6m;
- (iv) be a minimum distance of 1m from the carriageway.

Lettering on signs and fascias should:

- (v) be in proportion to the size of the fascia board;
- (vi) enhance the appearance of the shop front and the surroundings.

Lighting a fascia, where it is not detrimental to the building and surroundings, will be acceptable where the illumination is sensitively incorporated into the shop front composition, is subdued, and the fixtures and fittings are discreetly concealed.

Signage lighting, where it is not detrimental to the building and surroundings, will be acceptable where this takes the form of discreet / recessed LED trough lights in a cornice or a small number of spotlights or internally illuminated lettering or halo lighting behind individual letters and where the letters have a small projection.

- 8.1 The function of a shop sign is to advertise the shop and attract customers. It is important that signage is considered as an integral part of the design of a shop front. Lettering, materials, size, colour, location and illumination all need to respect the character of the building and its surroundings. Good and effective signs are simple, uncomplicated and uncluttered.

Fascia signs and lettering

- 8.2 The content should be kept to a minimum and contain only essential information. Telephone numbers and website addresses can be positioned in a less obtrusive place, such as on a door or in a window. Signs above fascia level will not normally be permitted.
- 8.3 In conservation areas and on traditional shop fronts fascias should be of timber, painted to a matt finish with sign-written letters. Transfer lettering may be a suitable alternative to hand painted lettering in some instances. In some instances individual cut out lettering to a painted timber fascia may be acceptable where the letters project no more than 10mm off the fascia. Plastic letters on historic buildings or buildings within a conservation area are not supported.



Good examples of hand written, timber fretwork and raised pin style lettering





- 8.4 Lettering and graphics should be clear and simple; and not dominate, but relate to, the architectural style of the building. Good effect can be gained by shading letters. Letters should be in proportion to the size of the fascia board. As a guide lettering should not be more than 65% of the height or 75% of the width of the fascia and should be centrally placed.
- 8.5 The increased use of corporate styles has led to a loss of individual identity and harmed the character and appearance of many retail areas. There is a need to balance the requirements of national multiple retailers with a respect for the character of local areas. Standard house styles should be adapted to respect historic areas and buildings.



Sympathetic corporate styles

- 8.6 Where there is no proper shop front, individual letters fixed directly to the wall without causing damage, or to window glass, can be used.
- 8.7 Window stickers, poster displays and illuminated box signs in shop windows are often unsympathetic to the building and the area, and will be discouraged. Window stickers should be restrained and cover no more than 20% of the total window area. Window signs in upper floors will only be permitted for a business operating solely on the upper floors. Lettering on windows using gilded paint in an appropriate style and size is very appropriate.
- 8.8 Projecting box fascia signs are not appropriate on historic buildings and in conservation areas. They normally detract from the appearance of the shop front and are over dominant in the street scene. If used on a modern building, a single box should be fully recessed behind the fascia with a matt dark background, with lettering flush or fret cut letters projecting slightly off the panel.

Projecting signs

- 8.9 Traditional style projecting or hanging signs on a decorative metal bracket can add interest to a building and the street scene. Where appropriate, these should be small and compact, made of wood or metal only and complement the business and shop front. Only one hanging / projecting sign will be permitted per building and this should be positioned at fascia level. It may be appropriate to locate a sign above the fascia level only if this is to avoid obscuring architectural detailing.
- 8.10 Projecting signs at fascia level should be a maximum of 0.2 sq. metres, e.g. 500mm x 400mm. Hanging signs above fascia level where appropriate, should not exceed 800mm high by 600mm wide. The sign should be a minimum 2.6m above the footway and the outer edge should be a minimum distance of 1m from the kerb. A well-designed, traditional symbol representing the

business can be an eye-catching alternative. On more modern buildings, simple projecting signs are effective.



Good examples of modern and traditional hanging signs



Lighting

- 8.11 Lighting a shop front is normally positive, as it can help create a safe and visually interesting night time environment. However, street lighting and lighting from window displays are often quite sufficient for providing attention.
- 8.12 Illumination of the fascia needs to be given careful thought and be sensitively incorporated into the shop front composition. Where external lighting is proposed and is appropriate for the building, it should be subdued, discreet and sympathetic to the building and the surroundings. Full internal illumination of fascia box and hanging signs will not be supported as this is almost always visually dominant.
- 8.13 The preferred choice of lighting is external lighting of the fascia. This should be by means of concealed lighting such as slimline LED trough lighting (preferably recessed into a projecting cornice). Carefully positioned small spotlights may be an alternative. Large spotlights, swan neck lamps or heavy canopy lights should be avoided, as they can clutter a building and be over-bright. In all situations, only the lettering to a sign, and not the whole fascia, should be illuminated. Individual internally lit letters and halo lit letters outside a conservation area can be a subtle form of lighting, providing the letters have a small projection off the fascia.
- 8.14 On hanging signs, if illumination is appropriate for the building or area this should be through discreet slimline LED lights attached a short distance, such as 80mm, off the bracket arm.



Example of halo style lighting



Cornice incorporating recessed lighting



- 8.15 Lit window displays can have a positive impact on the quality of the retail area and create a sense of security for users. Carefully illuminated windows displays using discreet light fittings can be attractive outside trading hours. Where a shop is lit overnight for security, the shop window should be illuminated from inside, and not the fascia.

9. Blinds and Canopies

Design Principle 3 : Blinds and canopies

A new blind or canopy should:

- (i) cover the width of the shop front fascia;
- (ii) be incorporated into the fascia, flush or behind the fascia, and not obscure any architectural detailing;
- (iii) be of materials and colour to complement the shop front and building;
- (iv) have the outer edge a minimum of 1m from the kerb and be no less than 2.6m above the pavement.

If the building is a heritage asset or is within a conservation area, only fully retractable canopies / blinds will be permitted.

A free-standing or fixed forecourt canopy will only be acceptable outside a conservation area if:

- (v) it is of a style in keeping with the age, character and architectural detailing of the building;
- (vi) it extends over the shop front only, including the shop door, and remains clear of any separate residential entrance;
- (vii) it is formed by a metal frame and posts with posts located into the ground, not bolted, and without permanent side panels or shutters;
- (viii) it has a roof pitch not less than 35 degrees and formed of clear or 'wire' safety glass without rainwater goods;
- (ix) it is located away from any adjoining property;
- (x) it has the outer edge, including supports, set back a minimum 500mm from the back edge of the footway and has a maximum projection of 3m from the building.

Where there is no fascia to the building, or the fascia is removed to accommodate the canopy roof, a 150mm high non-illuminated fascia can be designed as part of the structure to advertise the name of the shop and street number.

- 9.1 Blinds and canopies are traditionally used to protect goods from damage by sunlight. Traditional retractable blinds were made of canvas, with a blind box incorporated into the fascia cornice. Blinds can provide colour and interest, although it is important that they are appropriate to the period of the building and are designed as an integral part of the shop front.
- 9.2 Dutch blinds and similar non-retractable blinds are primarily used for advertising and are not traditional streetscape features and are often out of character with the area. They are inappropriate in conservation areas and on historic buildings because of their shape, material and colour.
- 9.3 New blinds should be of a traditional design in canvas or similar non-reflective material. Blinds and canopies should cover the width of the shop front fascia between the pilasters and be retractable into a blind box, preferably incorporated into the cornice, or fitted flush with the fascia. Any lettering should be minimal and the style should co-ordinate with the fascia sign.



Unsympathetic non- retractable Dutch canopy

Retractable cloth awning / roller blinds

- 9.4 Highway regulations require that all blinds and canopies should be a minimum 2.4m above the footway and a minimum distance of 1m from the kerb. If the blind covers all or part of an area where smoking occurs then it should comply with the relevant smoking legislation. A blind or canopy will normally require planning permission and advertisement consent may also be required.
- 9.5 Local corner shops usually serve specific community needs and bring distinctiveness and vibrancy to an area. Where a local shop has a forecourt to the rear of the footway, it is often used for the display of goods. Free-standing or fixed forecourt canopies require planning permission, and advertisement consent may also be required. Acceptable canopies are those which respect the character and architectural quality of the building and have limited impact on the street scene and the residential amenity of adjoining residents.

10. Security

Design Principle 4: Security measures

The installation of an external security shutter will only be acceptable if:

- (i) the use of a shutter is supported by Cambridgeshire Constabulary;
- (ii) the shutter box is concealed within, or recessed into, or level with, the fascia;
- (iii) the shutter does not cover pilasters, the stall riser or fascia when in the down position;
- (iv) the shutter allows high visibility into the shop when in the down position;
- (v) the shutter is coloured to match the shop front or compatible with its setting;
- (vi) the building is not located within a conservation area or is a heritage asset.

- 10.1 The council understands the need for security. However, the risk must be balanced against an objective to ensure our streets are attractive, welcoming and safe places when shops are closed. Shop front security should be considered during the design stage and the physical

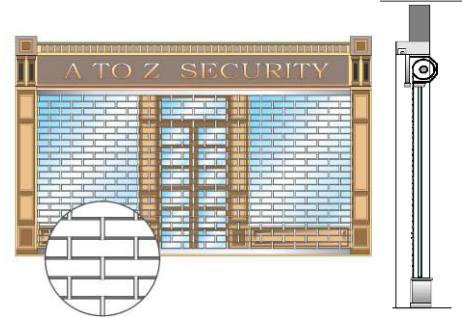
solution should be restrained and unobtrusive. Any application to install external shutters or grilles will be expected to evidence the crime history or future crime risk assessment for the property.

Shutters

- 10.2 Solid external shutters may often be preferred by shopkeepers, but they are visually intrusive, 'deaden' the street frontage and create an unwelcoming environment. They are vulnerable to graffiti and fly-posting. External shutters are only acceptable in special circumstances with the support of Cambridgeshire Constabulary where there is a persistent problem of crime or vandalism which cannot be addressed by other measures.



Visually harsh and unsympathetic external roller security shutters with bulky grille boxes



External brick bond lattice roller shutter with housing concealed in the fascia

- 10.3 Where the use of an external shutter is agreed, the shutter box should be concealed within the fascia or installed flush beneath it. The shutter should be of a letter box style, allowing high visibility into the shop when down, and be coloured to match the shop front. Uncoated or galvanised metal shutters are not acceptable. Side runners should be concealed or painted, or removed during the day. Across recessed entrances hinged and demountable gates or brick bond style external roller shutters, where the coil can be concealed behind or inside the fascia, are acceptable.

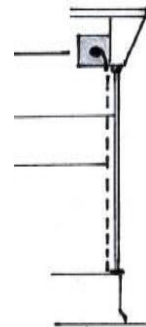


Internal grille

Security grille box behind fascia

Toughened glass

Internal grille



Internal lattice or brick bond roller type grilles can be set between the display and the glass. The coil can be fitted in an existing false ceiling or the window soffit and not seen from outside.

Grilles

- 10.4 As an alternative to solid roller shutters, external demountable mesh grilles painted in a dark colour and placed over windows, can be supported. Shutter guides should be removable or integrated into the pilasters or glazing bars and painted to match.
- 10.5 The use of laminated glass, internal brick bond style shutters and traditional stallrisers to improve the security of shop fronts are supported.

11. Other fixtures

Nameplates

- 11.1 Where the upper floor of a shop is in use by a separate business, the size of a nameplate at the street entrance should be modest and not illuminated.

Wires and cables

- 11.2 External wiring should be as discreet as possible and follow building edges; it should not cut across decorative features of the building. Burglar and fire alarms and CCTV should be sited in least sensitive positions and any redundant fixtures should be removed to avoid clutter. .

ATM (Cash machines)

- 11.3 Where a new ATM (cash machine) is to be installed, it should be sensitively sited in a well lit area where the machine can be surveyed by passing pedestrians. It should be installed flush with the wall and accompanied by a bin. New ATMs should be accordance with the ATM Best Practice Guide document prepared by the ATM Security Working Group.

12. Contacts

Peterborough City Council, Planning Delivery, Stuart House East Wing, St John's Street, Peterborough, PE1 5DD www.peterborough.gov.uk

Contact us for advice on:

Planning permission, shop front design and advertisement consent

Duty Planning Officer – (01733) 747474 or e-mail: planningcontrol@peterborough.gov.uk

Listed buildings and conservation areas

Tel: (01733) 747474 or e-mail: builtenvironment@peterborough.gov.uk

Building Control

Tel: (01733) 453422 or e-mail: buildingcontrol@peterborough.gov.uk

13. Glossary

Architrave	the lowest part of an entablature, the lower edge of a fascia (or frieze).
Capital	an ornamental feature at the top of a pilaster
Cill	the lowest member of a window frame
Clerestory	the high level glazed panel above the transom
Conservation Area	an area designated for protection because of its special historical or architectural interest
Console / corbel	a decorated bracket to support a horizontal feature, may be carved
Cornice	the upper projecting decorative portion of an entablature
Entablature	In the context of a shop front this forms the top of the shop front and normally comprises of three or four elements, cornice, fascia, architrave and console.
Facade	the exterior of a building
Fanlight	a glazed panel over the door
Fascia	the flat surface above a shop window and below the cornice
Halo lighting	a glow of light around lettering by illuminating the fascia from within the letters (back lit-letters)
Heritage Asset	a building, monument, site, or area identified as having a degree of significance meriting consideration in planning decisions because of heritage interest (including listed buildings and locally listed buildings)
Moulding	a continuous projection or groove used decoratively to throw shadow or rainwater off a wall
Mullion	the vertical supports for glass dividing a window into two or more lights
Pilaster	a vertical rectangular column, projecting slightly from a wall forming division between bays of a building or a stop to a shop front
Plinth	a moulded projecting base at the foot of a pilaster
Sill	a horizontal bar at the bottom of a window or door
Stall riser	the area below the cill, provides protection and decoration
Transom	the main horizontal bar dividing the upper part of a window
Trough lighting	an enclosed lighting unit that is supported on brackets and shines light externally – typically onto a fascia board below
Swan lighting	curved single metal lights that shine light typically to the fascia board
Downlights	lighting typically recessed into a projecting cornice to light a fascia board

14. Bibliography, further reading and links

Bartram, Alan (1978) *Fascia Lettering in the British Isles*, Lund Humphries, London
 Department of Communities & Local Government *Outdoor Advertisements and Signs: a Guide for Advertisers* (2007)
 East Cambridgeshire District Council (2010) *Shop Front Design Guide*
 English Historic Towns Forum (1991) *Shopfronts and Advertisements in Historic Towns*
 English Historic Towns Forum (1993) *Book of Details of Good Practice in Shopfront Design*
 Historic Scotland (2010) *Traditional Shopfronts-a Short Guide for Shop Owners*.
 North Warwickshire Borough Council (2003) *A Guide for Shop Front Design*
 Stewart, Bill (1984) *Signwork A Craftsman's Manual*, BSP Professional Books, Oxford
 Sutherland, W. (1987) *The Art & Craft of Signwriting* London: Omega Books Ltd
The Shopfront Bible (two volumes) www.echochamber.com/retailoxygen/shopfrontbible.html
 Wilkinson, Peter and Ashley, Peter (2009) *The English Buildings Book - An Architectural Guide*
 English Heritage (See chapter on *Buildings for Commerce*).
 Watford Borough Council (2012) *Shopfront Design Guide*
 Winchester City Council (1998) *Design Guidance for the Control of Shopfronts & Signs*
 Wigan Council (October 2005) *Shop Front Design Guide*

For further advice refer to the Planning Act 1990; Planning (Listed Buildings and Conservation Areas) Act 1990), National Planning Policy Framework (March 2012), Control of Advertisement regulations 1992 and the Building Regulations.

Websites

AVIVA Knowledge Store help.aviva.co.uk/risksolutions/pp-security
 British Sign and Graphics Association www.bsga.co.uk
 Glass and Glazing Federation: www.ggf.org.uk
 Little Green Paint Company (Period paint colours) <http://www.littlegreene.com/>
 Victorian Society www.victoriansociety.org.uk
 Society for the Protection of Ancient Buildings www.spab.org.uk

Resources

English Heritage Online Resources: View Finder – A picture library of historic images from the National Monument Records Archive viewfinder.english-heritage.org.uk/default.aspx

The National Monument Record: Houses the archive of England's Heritage
www.english-heritage.org.uk/nmr

Peterborough in Pictures – A picture library of images
www.peterboroughinpictures.co.uk/

Peterborough Images – a collection of old and new photographs
www.peterboroughimages.co.uk/home.htm

Francis Frith: Old photographs, books and maps of Peterborough
www.francisfrith.com/peterborough

Peterborough Local History Society -
www.peterboroughlocalhistorysociety.co.uk/

Vivacity Peterborough Archives and Local History
www.vivacity-peterborough.com/libraries-and-archives/archives/local-history

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