

SHOPFRONTS AND SECURITY

Supplementary Planning Guidance: SPG.18 - NLLP Policy DSP.4, RTC.1, 2 and 3

Copies available from: Planning & Development, Fleming House, Cumbernauld G67 1JW or esdesign@northlan.gov.uk

INTRODUCTION

1. The external appearance of a shopfront is an important aspect of any street. The cumulative effect of well designed shop frontages can add to the overall attractiveness of the shopping environment and the viability of the commercial environment. Shoppers in turn like an attractive environment.

2. Shopfronts make a significant contribution to the streets and buildings of North Lanarkshire's town centres and villages. Retail provision in town centres is sustainable because it encourages people to use local services and shops, reducing the need to travel by car and in turn carbon emissions.

3. Ensuring existing shopfronts are sympathetically repaired and maintained is as important as the design of new shopfronts. These play a significant role in maintaining and improving the appearance of individual buildings and of town centres and villages as a whole. Getting the detailed design of shopfronts right therefore has wider benefits.

See also SPG.15 Design Tools (esp p.4); SPG.17 Accessibility for All, and future SPG.21 Public Realm

The latest Supplementary Planning Guidance can be found online at: - www.northlanarkshire.gov.uk/spg

CONSENTS YOU MAY NEED

Planning Permission:

Where a proposal is considered to materially affect the character or external appearance of the shopfront and enclosing building (will include new shopfronts, awnings, canopies, shutters and other fixtures).

Listed Building Consent:

In addition to Planning Permission and Advertisement Consent where the shopfront forms part of a Listed Building (this applies to both internal and external works).

Advertisement Consent:

You may need Advertisement Consent for the display of certain types of advertisements. The types of adverts include posters, advertisement hoardings, fascia and projection signs on shops, flags, pole signs and estate agents boards.

Building Warrant:

A Building Warrant application is required for the erection, change of use, alteration, extension of a building or demolition of a property.



Shopfront design is a key element of successful retail areas. A well designed shopfront can have a positive effect on attracting and welcoming customers.

This guidance will be given material weight in considering planning applications.

PURPOSE

This SPG provides information and advice to shopkeepers, architects, developers and others considering development proposals affecting shopfronts. The aim is to encourage high standards of design and the use of appropriate materials in both new shopfronts and the renovation of existing ones. It also aims to advise on shopfront security and other elements associated with shopfronts such as adverts and signs. It sets out the good design principles in line with Local Plan Policies RTC.1,2 and 3, and DSP.4

CONTENTS

A	Policy Context	p.2
B	Shopfront Elements	p.2
C	Design Principles	p.3
D	Traditional Design	p.3
E	Traditional Features	p.4
F	Modern Design	p.5
G	Disability / Access	p.5
H	Lighting and Illumination	p.6
I	Signage and Advertisements	p.7
J	Security Measures	p.7
K	Checklist	p.8
L	Contact Details	p.8

The council will seek to ensure these principles are achieved through the development management process

A. POLICY CONTEXT

1. Most changes to Shopfronts require planning permission and in Conservation Areas or on Listed Buildings will be subject to more detailed appraisal and Listed Building Consent. A Building Warrant will also be required which will need to be applied for separately.

North Lanarkshire Local Plan

The following policies in North Lanarkshire's Local Plan are of relevance to shop fronts.

RTC.1 Protecting the North Lanarkshire Centre Network

RTC.2 - Promoting Town Centre Action

RTC.3 - Assessing Retail and Town Centre Development

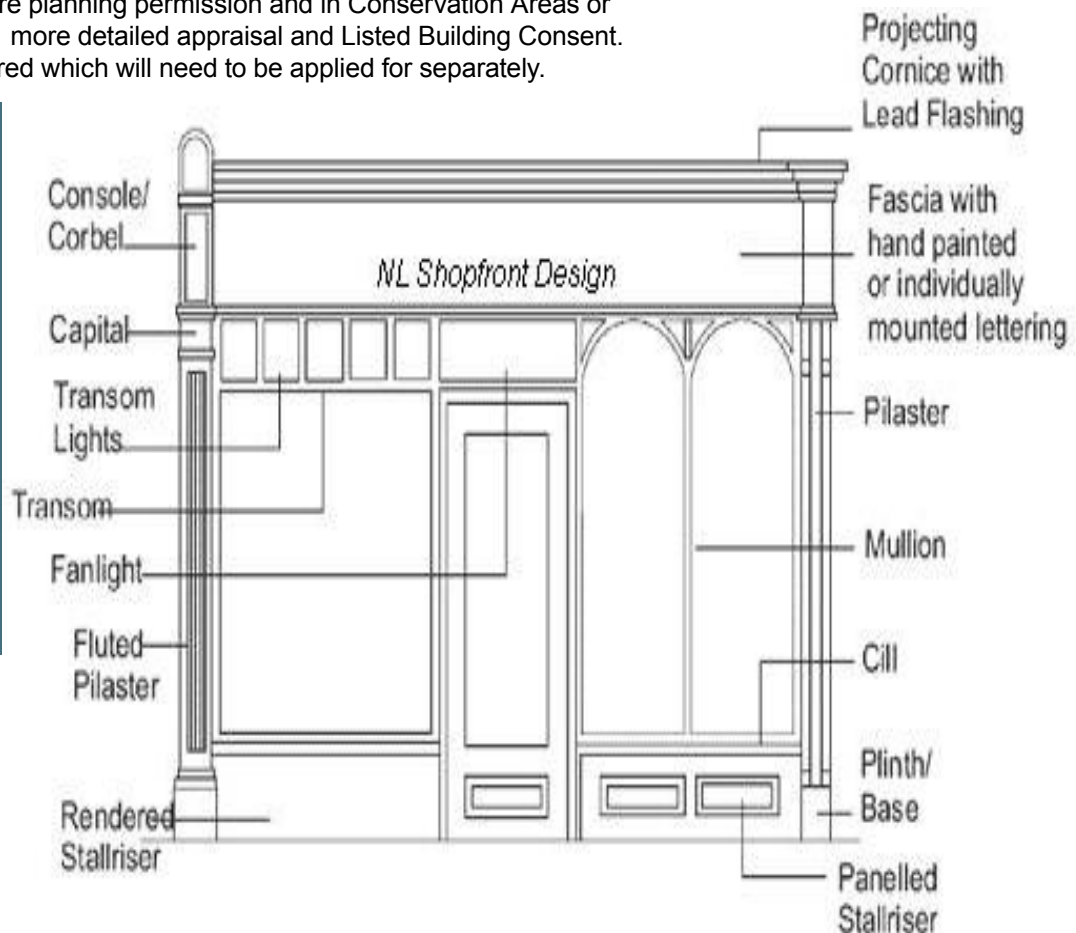
DSP.4 Quality of Development

see www.lanarkshire.com/nlocalplan/ and www.northlan.gov.uk/spg

2. See also:

Guidance from Historic Scotland:

- Historic Retail Buildings: a Short Guide for Shop Owners
 - Managing Change in the Historic Environment - Shopfronts & Signs
- www.historicscotland.gov.uk/index/heritage/policy/managingchange.htm



Anatomy of a shopfront - labelling the different parts

B. SHOPFRONT ELEMENTS

1. The various elements of a shopfront can integrate the shop within the building whilst linking it visually with the street and adjoining shopfronts. It can frame the shop window and entrance, similarly to a picture frame. The individual elements of the frame serve a particular function:-

- Pilasters identify the vertical division between shopfronts
- The fascia allows space for advertising the business
- The cornice provides a strong line at the top of the shopfront and protection from the weather
- The stallriser gives protection at ground level and provides a solid base
- The window - through lighting and displays - attracts customers.

2. These elements are essential to a well designed shop front and should be retained or enhanced where possible. Where damaged they can often be repaired. Where these elements do not exist it helps to replace them in a manner in keeping with the building.

3. All proposed shopfront designs should reflect the principles of forming a frame and incorporate the above elements in an appropriate fashion. Even modern shop front design usually relies upon these principles for its success. The following sections cover design principles and specifically traditional and modern design in more detail. Getting the details right helps enhance the overall appearance - with the cumulative effect benefiting

2 the wider shopping environment.

B.4 GLOSSARY

- **Capital:** a Capital is the cap of a column, the head of a column or pilaster.
- **Cill:** Horizontal timber at the bottom of a window frame.
- **Clerestory:** A high wall with a band of windows along the very top, usually rising above adjoining roofs.
- **Console:** Form of bracket, of uniform width on the front, the sides carved in the form of an upright S with the lower curve smaller than the upper.
- **Corbelling:** Projecting blocks, usually of stone, supporting a beam, shop front fascia or other horizontal member.
- **Fanlight:** Originally, a window above a shopfront door which resembles an open fan design: now any window in that position, irrespective of shape or pattern.
- **Mullion:** Vertical post which forms the division of a window.
- **Plinth:** a Plinth is the lowest part (base) of a column or pilaster.
- **Transom:** Horizontal framing to top of door openings.

See Section E Traditional Features for further info.

C. DESIGN PRINCIPLES

1. The following design principles provide a good starting point for new or replacement shopfronts, whether located on traditional buildings, Conservation Areas, Listed Buildings or modern buildings. The detail is critical.

Relate to Street Context

2. New designs should not draw attention away from, or dominate the streetscene and existing buildings. It is important to consider the effect of the shopfront design on the rest of the street and the immediate area. Proportions, materials and details should maintain the rhythm, character and hierarchy of existing buildings along the street. The more uniform the street, the more shopfronts should conform to the symmetry of the facades.

Relate to Building Context

3. Sensitive design should enhance the individuality and character of the building. It is important to consider the effect of shopfront design on the whole building, and adjoining shopfronts. The architectural character and proportions of the whole building should be understood to ensure the ground floor is not designed in isolation.

Relate to Surrounding Buildings

4. Shopfronts should have their own individual style and provide visual interest, while respecting the form and scale of the surrounding buildings. Taking into account adjoining facades is important, particularly if the shopfront property in question is part of a large architectural group of buildings with identifiable character. In such circumstances the shopfront will need to be in character with the shopfronts in the remainder of the group.

Add interest and depth to the design

5. Shopfronts usually benefit from having depth to the design - avoiding flat panels or "illuminated boxes" simply added on the surface. Equally, depth to lettering can add character. Is the shop window interesting and attracting customers?

Ensure Security by Design

6. Security should be integral and viewed as a fundamental part of the design process - not as a last minute add-on. Good design can improve shop front security in a variety of ways. Using traditional shopfront features such as a stallriser can provide protection (reinforced as necessary). If roller shutters are used, the roller box should be lost in the fascia or fitted internally - not simply added to the external fascia.

Accessibility for All

7. Function and ease of use for all is a primary consideration. It makes economic sense for shopfronts to be accessible to all user groups. (See Section G and SPG.17).

Plan for all Additional Elements

8. Think long-term in terms of additional elements which will form part of the shopfront such as security measures, alarm boxes, canopies, lighting and signage. Incorporating these into the original shopfront design from the start will help the design seem less cluttered and more appropriate.

Corporate Identities

9. A standardised "corporate" design approach of set letter sizes, logos and colours is unlikely to be appropriate for every building and street. Chain stores need to respect existing buildings and streetscapes so that local distinctiveness is maintained. In sensitive locations (Listed Buildings / Conservation Areas) the use of standardised corporate shop fronts may need to be moderated. In most cases it is possible to reconcile corporate image with the local context in order to satisfy the principles of good shopfront design.



A well designed traditional shop front attracts interest.

D. TRADITIONAL DESIGN

1. The restoration or reinstatement of traditional shop fronts should be considered as the first option in cases where they would complement the architectural form of the building and where the work is based on sound historical precedent in terms of archival evidence or surviving features. Adjacent shops may provide clues.

2. Pre-application consultation with one of the Council's Planning Officers is recommended prior to the submission of an application. New or altered shop fronts should:

- Be designed so that the position of the doorway, stallriser, fascia, etc relate well to each other and the building generally. Is the entrance obvious and welcoming?
- Be slightly recessed behind the face in the middle of the main structure.
- Not extend beyond the existing shop front surround.
- Retain and replicate (where appropriate) original decorative features such as pilasters, corbels, mouldings and console boxes.
- Traditional shop front alterations should be sympathetic to the original design.
- Use of sustainable materials is encouraged e.g. wood from a sustainable source / local materials.
- Include unobtrusive security features.
- Add liveliness and vitality to the street scene.



Reinforced stallriser providing additional security

E. TRADITIONAL FEATURES

Fascias



- Fascias should not be too high - ideally horizontally proportioned - usually circa 300mm to 450mm in height.
- Where two or more shopfronts are contained within the façade of a single building, a matching fascia style should be adopted for each shopfront as this will help to ensure that the building is treated as a whole
- Original fascia detailing and corbels should be retained and / or reinstated wherever possible.
- As a general rule, new applied fascias should be in timber and incorporate a neat and well defined cornice (see section L.1 fascia signs for details)

Stallrisers



- Original stallrisers should be retained and / or reinstated as they typically improve the design and security of shop fronts.
- As a general rule new shop frontages should incorporate stallrisers of between 450mm and 700mm in height, generally constructed to form an integral part of the shop frontage.

Windows



- Display windows should generally be proportioned to have a vertical emphasis to compliment the proportions of upper floor windows and the general streetscape character of the area.
- Blanked out windows should be avoided if at all possible.
- Original clerestory / transom windows and fanlights above doors should be retained and / or reinstated wherever possible.
- Original moulded window frames, doors and pilasters and other architectural detailing should be retained and / or reinstated where possible.

Pilasters



- These are used to frame the shop front and give the appearance of providing vertical support to the building above. They should be in keeping with the character and appearance of the building.
- They give each unit a separate identity and may highlight the doorway. They should be retained or incorporated as appropriate. If your shop combines two or more shop units, the rhythm of the street frontage and the original buildings needs to be taken into account. They can add depth and interest to the shopfront.
- Columns are either round or half round and are plain or fluted, whilst pilasters are flat and panelled or fluted.

Cornice



- This visually separates the ground floor shop from the floors above and emphasises the distinction between the uses within the building. The fascia and signs should therefore be set below the cornice. It can also be used to "hide & tidy" cables etc.
- Where no cornice exists, it would normally be introduced at first floor level at the top of the fascia.
- Reinstatement of cornices or incorporation of cornices into new shop front design is encouraged - helping add depth to the design.

Materials



- Original stone and timber shop frontages should be retained where possible.
- New shop frontages should generally be designed in a style that is complementary to the original shop fronts. - timber? metal?
- Timber shop fronts are usually better painted rather than stained. Shopfronts would generally be painted in 'recessive' rich colours and dark shades with light coloured lettering that will allow attention to focus on the window display. Bright colours are generally best avoided.

F. MODERN DESIGN

Modern Design

1. Modern or contemporary design can be successfully incorporated into traditional building facades and contribute positively, provided careful consideration is given to:

- The age and style of the building;
- The scale and proportion of the building;
- The choice of materials and details; and
- High quality craftsmanship to achieve the best finish.

2. The design of any shop front should aim to be attractive and welcoming - creating activity and interest at pedestrian eye level. It should not visually cut itself off from the building above.

Modern Design on Modern Buildings

3. The Council welcomes innovative new designs on modern buildings provided that they are of a high quality and in keeping with the character of the surrounding area. Modern blocks or parades of shops need not mimic traditional designs and materials. However, they can benefit from using the broad design guidance given in this leaflet. The details remain important. Keep it simple.

Design Quality

4. Uncomplicated design and high quality detailing are trademarks of a quality shopfront. While replicating the style of adjacent traditional shop fronts is less important, neighbouring shops in modern buildings should generally follow similar design principles. In modern buildings it may be appropriate for modern shop fronts to incorporate some or all architectural elements associated with traditional shop fronts, although these should be expressed through contemporary design in a way that respects its context.



Well designed modern shop front on a traditional building



Modern Shopfront Design can be innovative



Modern signage should help identify the entrance and have some consistency - not simply use the wall as a display board

Sustainability

5. All new shop fronts and any alterations carried out to them should promote sustainability principles within their design, construction and performance. Improving energy efficiency helps reduce your running costs as well as reducing the impact on climate change.



Signage can be fun

... and reflect use



Well designed modern shopfront as part of a modern building

G. ACCESSIBILITY

1. Wherever feasible, access to shops must be made for all sections of the community as defined in the Equalities Act 2010. Measures to be considered should include recessed entrances with side splays, level or ramped access and auto doors, non slip entrance thresholds, door pull rails and easy to grip handles, clear 'pull' and 'push' door signage and 800mm minimum entrance door widths. Care must be taken to ensure that adaptations made to shop entrances to Listed Buildings and shops within Conservation Areas are appropriate. See SPG.17 Accessibility for All for further details.

H. LIGHTING and ILLUMINATION

1. Lighting can be used creatively to make shops more readily identifiable and welcoming. However unsympathetic or excess lighting can detract from the street-scene, especially adjacent to traditional shopfronts. The means of lighting and cabling, and their impact on the appearance of buildings, needs to be carefully assessed. A lighting scheme should be developed as part of the overall design of the shopfront and should outline any proposed lighting (internal/ external lighting and illuminated signage). Early consultation with the Planning Service is therefore strongly advised. See contacts information in Section L for information.

External Lighting

2. In a well lit street there may be little requirement to illuminate the actual shop fascia - leaving the focus on the shop window. Alternatively - in darker areas, external spotlights or "wall washing" may help the perceived safety. The standard "illuminated box" is usually best avoided. Proposals for external lighting need to avoid causing glare to adjoining properties or causing a safety hazard to motorists. Applications can help themselves by clarifying the purpose of the lighting scheme and why it is considered necessary.

Lighting Fixtures

3. Lighting fixtures and related cabling should be unobtrusive (concealed where possible), and generally be the minimum required to achieve the illumination objective. Installation should use the minimum number of fixings. Increasingly LED spotlights help focus on entrances and - within the shop window - on the goods being sold. They provide interest and contrast - in comparison to the ubiquitous basic fluorescent lighting.

Unacceptable Lighting

4. An intermittent light source, moving feature, animation, exposed or reflective materials are not generally considered to be acceptable lighting solutions. The use of over-large spotlights and brass 'swan neck' lamps are often un-acceptable by virtue of not being in keeping with the overall design. Generally indirect illumination by means of concealed lighting, downlighting or carefully positioned spotlights will be favoured - as it helps generate "drama" with a greater range of illumination and shadows than a uniform fluorescent approach.

Lighting Shopfront Windows

5. The impact that attractively lit window displays can have on trade and on the vitality and sense of security of shopping streets at night should not be forgotten. Dramatically lit shopfront windows can be an effective way to minimise the crime risk whilst at the same time enhancing the appearance of the street scene at night. During closing hours, subtle lighting can illuminate the shop interior and encourage people to window shop, improving the natural surveillance of the street and reducing the likelihood of anti-social behaviour.

6. Traders may wish to keep their premises lit well into the evenings. Carefully illuminated displays using spotlights rather than bare fluorescent tubes generally have the most impact. Advertisement consent may be required.



Internally illuminated window display

Cabling, Wiring, Pipes or other "clutter"

7. It is accepted that some level of wiring may be present on buildings, but it should always be as discrete as possible. Generally lighting cables should be concealed within the building. When cables and wiring are to be run on the outside of the building, consideration should be given to disguising the wiring - hiding it as unobtrusively as possible. Often simple methods such as painting or tucking behind fascias are the most effective method of disguise. Planning, Listed Building Consent and Advertisement Consent Applications should indicate the method of proposed external cabling.

Illuminated Signage

8. When illuminated box signs are bulky or poorly sited they too easily detract from the appearance of the shopfront. The choice and location of fittings should be considered from the outset so that they form an integral part of the design rather than ad-hoc additions. Over-illumination needs to be avoided because it can upset the balance of light with other premises and street lighting.

9. The use of illuminated "box" fascias and projected signs is usually inappropriate within Conservation Area and on Listed Buildings. More subtle forms of lighting include backlit lettering, individual halo letters and cold cathode tubes where only the lettering and not the background is illuminated. Illuminated box signs are usually best avoided.

10. Preference will be given to signs with individual illuminated letters and fascias illuminated by down lighters or trough lighting, as will projecting signs with down lighters. Illuminated advertisements should not normally be located above first floor level except where it can be demonstrated that the position proposed is essential in relation to the function of the building. Illuminated signs must not resemble or be erected in close proximity to official highway signs or traffic lights.



Customised signage can add character and "sell" your business

I. SIGNAGE / ADVERTS

1. Poorly designed signs and advertising create clutter. However signs can be attractive and add to the liveliness and interest of the street. One well designed, clearly stated sign can often be more effective than a number of signs. Be clear what you want to convey - name? telephone? web address? opening hours? ... or just your presence?

Fascia Signs

2. Signage should generally be restricted to the main fascia. Glossy or plastic fascia signs and lettering are not generally appropriate in Conservation Areas or on Listed Buildings. Lettering with depth, or hand painted in simple type styles, should be used in a complimentary or contrasting colour. Matt finish fascias are usually preferred. Dark primary colours such as dark green, navy, blue, black or dark red tend to work best. Where a fascia is not present a timber horizontal fascia can be fitted on to which lettering can be mounted or painted. Alternatively individual lettering can be fitted using "hidden" fixings, to provide depth.

Projecting and Hanging Signs

3. Projecting and hanging signs can provide a useful form of advertising and identify shops from a longer distance. However, the proliferation of such signage can in certain contexts create visual clutter - thus undermining their advertising purpose. Only one projecting / hanging sign for each shop unit or structural bay will generally be permitted. These should be installed at fascia level, at either end of the fascia panel. Signs should not be fixed to the pilasters or decorative capitals, or above ground level.

4. On modern shop fronts or modern buildings carefully designed projecting signs of the 'finger' type in stainless steel, bronze, or dark stove enamelled metal may be acceptable. These might have limited or subtle illumination, either externally or for individual letters and logos.

5. Within Conservation Areas and on Listed Buildings or on shopfronts with traditional features, a hanging sign can be more appropriate. Hanging signs should generally be of a traditional, painted timber construction with appropriate lettering and design and hung on a wrought iron bracket. Original traditional brackets and hanging signs should be preserved where possible even if the use / proprietor of the shop has changed.

Box Signs

6. Surface mounted box signs (illuminated or not) tend to detract from the front of fascias, as they obscure shop front details - typically looking fairly crude. If a box sign is to be used it is best recessed behind the fascia (or incorporated therein) so as to be integrated into the overall design.

Upper Floor Signs

7. Signage above ground floor level, including projecting signs, will generally be unacceptable as it distracts the eye from the shop fronts and adds clutter. The exception is where the names of businesses located above the shop are discretely applied to windows using black or gold lettering in the traditional manner.

Other Signs and Advertisements

8. Windows are best used as showcases to promote your business - rather than solely as advertising billboards - or discouraging shoppers by a blank or "dead" frontage. Generally owners should avoid covering more than 10% of the glazed frontage with advertisements. Flashing/neon signs in the interior of shop windows are usually unacceptable.

J. SECURITY MEASURES

1. The Council recognises that shop security is essential. It also wishes to encourage active shop frontages and out-of-hours window shopping by the retention of open frontages and interesting displays. In the interests of consistency, the adoption of the following definitions are considered appropriate:

A. Demountable Grille - a rigid open lattice, grating, mesh or screen constructed of metal.



B. Open Mesh Shutter - a roller shutter with a significant degree of openness in its laths, so that the density of the laths does not obscure the window display or prevent visibility into the shop.

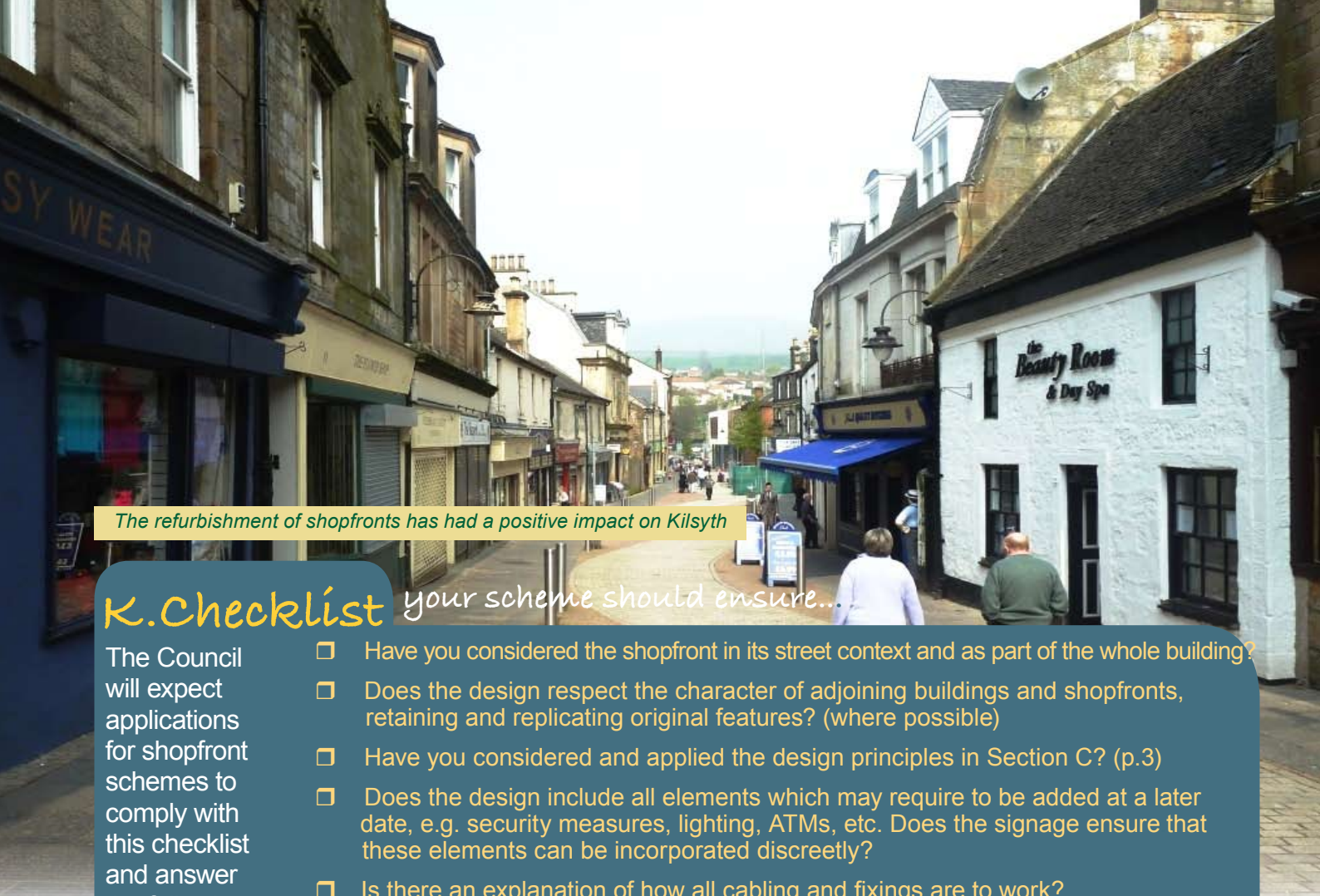


C. Solid Shutter - a rigid or roller shutter with laths which obscure the window display - limiting visibility into the shop.



2. Demountable grilles are generally less obtrusive, and a more reversible alteration to a shop front as no box housing or runner guides are required and the grille itself is less visible and more open than a roller shutter. The preference is for the grille-type roller shutter or other blinds to be mounted internally between windows and displays. If internal arrangements do not allow for this, external detachable grille-type shutters are preferred. If grille-type roller shutters are proposed then a key consideration is how they are integrated into the fascia and overall shopfront.

3. Roller shutter boxes should be concealed behind the fascia. Where externally stored roller shutters are proposed they have a high risk of refusal. Shutters can be suitably painted to try and maintain an active street scene. Where good quality storm doors have been retained then these should be used in preference to metal shutters.



The refurbishment of shopfronts has had a positive impact on Kilsyth

K. Checklist your scheme should ensure...

The Council will expect applications for shopfront schemes to comply with this checklist and answer the following questions:-

- Have you considered the shopfront in its street context and as part of the whole building?
- Does the design respect the character of adjoining buildings and shopfronts, retaining and replicating original features? (where possible)
- Have you considered and applied the design principles in Section C? (p.3)
- Does the design include all elements which may require to be added at a later date, e.g. security measures, lighting, ATMs, etc. Does the signage ensure that these elements can be incorporated discreetly?
- Is there an explanation of how all cabling and fixings are to work?
- Have you provided drawings to show both the elevation (1:20 or 1:50 scale helps) and detailed cross- sections? (1:10 or 1:20 scale is helpful) to explain your proposal.
- Has there been, where appropriate, Pre -Application consultation with a Council Planning Officer and Building Standards Officer?

L. CONTACT DETAILS

**North Lanarkshire Council
Development Management
Northern Area Office**
Fleming House,
2 Tryst Road,
Cumbernauld G67 1JW
T: 01236 632500
esenquiries@northlan.gov.uk

**North Lanarkshire Council
Development Management
Southern Area Office**
Fleming House,
2 Tryst Road,
Cumbernauld G67 1JW
T: 01236 632500
esenquiries@northlan.gov.uk

**North Lanarkshire Council
Development Management
Major Developments Team**
Fleming House,
2 Tryst Road,
Cumbernauld G67 1JW
T: 01236 632480
esenquiries@northlan.gov.uk

**North Lanarkshire Council
Strategic Planning**
Fleming House,
2 Tryst Road, Cumbernauld,
G67 1JW T: 01236 632625
esdesign@northlan.gov.uk

**Historic Scotland
Conservation Bureau**
Longmore House,
Salisbury Place,
Edinburgh, EH9 1SH
T: 0131 668 8668

**Royal Incorporation of
Architects in Scotland**
15 Rutland Square,
Edinburgh
EH1 2BE T: 0131 229 7545
www.rias.org.uk

Historic Scotland
www.historic-scotland.gov.uk
Longmore House,
Salisbury Place, Edinburgh
EH9 1SH
T: 0131 668 8600
www.historic-scotland.gov.uk/shopfront-design-construction-iron-metals.pdf

See also Scottish
Government advice at:
www.scotland.gov.uk/topics/planning :
see also
www.helm.org.uk/server/show/conGuidance.24 and www.historictownsforum.org/node/780

The latest Supplementary Planning Guidance and index can be found online at:-
www.northlanarkshire.gov.uk/spg

This is one of a series of Supplementary Planning Guidance Leaflets aimed at encouraging good practice in the design and layout of new development. The advice supplements the policies in the emerging North Lanarkshire Local Plan. The Council will have regard to this Guidance when assessing the merits of planning applications. This leaflet was, following public consultation and consideration of all comments made, formally approved as Supplementary Planning Guidance. It is available on-line and can be translated or provided in other languages or formats on request