

Supplementary Planning Document

Shopfront Design

Adopted May 2019



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1. About this guidance

- 1.1** The National Planning Policy Framework (NPPF) indicates that Local Development Documents form the framework for making decisions on applications for planning permission. Decisions have to be taken in accordance with the development plan unless other material considerations indicate otherwise. NPPF advises that a local planning authority may prepare Supplementary Planning Documents to provide greater detail on the policies in its Local Plan. Supplementary Planning Documents are a 'material' consideration when planning applications are decided.
- 1.2** As required by the Planning and Compulsory Purchase Act 2004 we have prepared a Statement of Community Involvement (SCI) which sets out how we will involve the community in preparing our Local Plan and consulting on planning applications. In accordance with the SCI we have involved people who may be interested in this Supplementary Planning Document and asked them for their comments. We have produced a consultation statement which summarises all the comments people made to us and our response. This is available on request.

2. Introduction

- 2.1** The aim of the guidance is to raise standards throughout the Borough; and is of importance to anyone seeking to either alter their existing shopfront or install a new shopfront. The guidance supplements Local Plan Policy D1 which promotes good design.

3. Policies

Policy D1 High Quality Design and Place Making

Design Principles:

Development is expected to be of high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley, including:

- Landscape character, topography, green Infrastructure assets, important habitats, woodlands and other natural features;
- Views and vistas to key buildings, landmarks, skylines and gateways; and
- Heritage and townscape character including the scale, layout, building styles and materials of the built form in the locality.

Through its layout and design development should:

- Contribute to place making and be of high quality, that contributes to a healthy, safe and sustainable environment;
- Complement and enhance the character and setting of distinctive places, including Barnsley Town Centre, Penistone, rural villages and Conservation Areas;

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- Help to transform the character of physical environments that have become run down and are lacking in distinctiveness;
- Provide an accessible and inclusive environment for the users of individual buildings and surrounding spaces;
- Provide clear and obvious connections to the surrounding street and pedestrian network;
- Ensure ease of movement and legibility for all users, ensure overlooking of streets, spaces and pedestrian routes through the arrangement and orientation of buildings and the location of entrances;
- Promote safe, secure environments and access routes with priority for pedestrians and cyclists;
- Create clear distinctions between public and private spaces;
- Display architectural quality and express proposed uses through its composition, scale, form, proportions and arrangement of materials, colours and details;
- Make the best use of high quality materials;
- Include a comprehensive and high quality scheme for hard and soft landscaping; and
- Provide high quality public realm

In terms of place making development should make a positive contribution to achieving qualities of a successful place such as character, legibility, permeability and vitality.

4. Good shopfront design - the reasons

- 4.1** Good design gives an impression of quality and permanence and makes the shopping environment more attractive for everyone. This in turn will increase business confidence. In contrast, poorly designed or maintained shopfronts can have a significant adverse impact, not just on the environment of the area but upon the local economy and the wellbeing of residents and visitors to the Borough. Poor quality shopfronts and security measures can create an environment where crime and vandalism thrives and this guidance seeks to help prevent these problems.
- 4.2** Shopping areas comprise a mix of uses operating at different times of day including the evening. It is therefore important that a high standard of appearance is maintained at all times and not only when shops are open.
- 4.3** Shopfronts are the main visible element of the street and are crucial in setting the character of a shopping area. Design should therefore take into account the character and form of the surrounding area as well as the proportions and style of the building itself and the adjacent properties.

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- 4.4** It is not the aim of this SPD to provide a set of inflexible rules for new shopfronts or for alterations to existing ones, nor should this SPD restrain creative design. However, without a proactive and positive approach to shopfront design, new shopfronts or alterations to existing ones may be unsympathetic to the character of individual buildings and to the street scene in general. Shopfront design considerations can be of particular importance in sensitive settings where the character of heritage assets such as listed buildings or conservation areas are concerned. In such settings sympathetic shopfront design and the use of appropriate and traditional materials will be expected to maintain and protect the character of the area.
- 4.5** Solid external roller shutters can have an adverse environmental impact, they can give an area a 'dead' appearance and contribute towards creating a hostile fortress-like environment.
- 4.6** The Council therefore expects that new or replacement shopfronts to be designed in accordance with this guidance, and to achieve the Sustainability, Design and Conservation Team are able to offer design and installation advice (contact Tony Wiles on tonywiles@barnsley.gov.uk or 01226 772576).

5. Good shopfront design - the principles

- 5.1** Improvements to shopfronts should be considered in accordance with the following criteria:
- The style of the shopfront should be derived from, reflect and harmonise with the character, age and materials of the building as a whole, as well as being seen in the wider context of the area within which it is located.
 - Modern shop fronts in a modern development can still accord with the principles of classic shop front design. A modern appearance with modern materials can still be acceptable whilst retaining the principles of traditional shop front design, scale and proportions. A blend of innovation and traditional principles can achieve an acceptable contemporary design form.
 - Innovative and contemporary approaches to shop front design can be appropriate in the correct context and the council does not wish to be prescriptive and stifle innovation in shop front design.
 - The upper floors and the shopfront should be seen together rather than as separate elements of the building. The scale of the shop front should be in proportion with the rest of the building. Essential features which are inherent in the upper floors of the building should be continued at shopfront level; i.e. window style.
 - Shopfronts should fit within the original structural framework of the building. Where there is an existing shopfront of good quality then it should normally be refurbished or repaired as a first course of action. Full replacement should only be considered when the applicant has proved that it is expedient to do so.
 - Where the shopfront involves what was historically two buildings, then the vertical division between the two, including any significant features, should be maintained.
 - Security of the premises must be incorporated within the overall design, and should be as unobtrusive as possible.
 - Signage should be appropriate to the age, scale and proportions of the building.
 - Illumination of shop signs should be external rather than in the form of internally illuminated box signs in translucent materials (see later note).

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- Where the applicant seeks to incorporate a canopy then this should be within the overall design of the shopfront.
- Entranceways should be designed to allow access for everyone; including people with disabilities, older people and people with pushchairs and prams.

Good shop front design

Figure 5.1



The facade and shop front of the original building are an integral part of the whole design, from the pavement to the roof. The shop front as a whole creates a rhythmic pattern through its size, proportions, scale, fascia, lettering, etc.

New shop fronts should still be capable of respecting the existing buildings despite the use of different materials, and will contribute positively to the street scene and continue to advertise the business effectively.

Poor shop front design

Figure 5.2



This illustration shows shop frontages which have been converted in an unsympathetic way. The buildings and the street both suffer due to:

- The intrusive nature of oversized shop fronts which dominate the buildings and the street.
- The excessive use of large areas of glazing.
- The loss of architectural features.
- The loss of a balanced architectural relationship between the shop fronts and the upper portion of the facade.
- Large, unsuitable fascias and 'house styles' which disregard local conditions.
- The use of unsuitable materials

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6. Detailed considerations

Choice of materials

- 6.1 Materials should respect the age and style of the building and the street scene.
- 6.2 Timber is robust and versatile and is recommended for most shopfronts. Where the use of aluminium shopfronts are appropriate, then these should be colour powder coated as an integral part of the overall colour scheme.
- 6.3 Stallrisers should be in materials which are in character with the building. Large expanses of glass can appear out of scale as well as being costly to replace. A more intimate scale can be achieved by subdividing the windows by means of glazing bars.

The well-balanced shop front (Figure 6.1)

- 6.4 The details contained in existing shop fronts are very important.
- 6.5 The original fascia, mouldings, glazing, doors, signs, lettering styles, recesses and projections all form part of the overall design.
- 6.6 What on the surface may appear to be a minor alteration to any one of these, may spoil the appearance of the shop front with no apparent gain.

Figure 6.1



Where possible, interesting features should be retained and repaired, and this should be allowed for in the builder's estimates.

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Inappropriate alterations (Figure 6.2)**Figure 6.2**

The illustration shows the shop front whose details have been spoiled by several changes:

- The new fascia obliterates the cornice and masks part of the window above.
- The fascia is too big and dominates the frontage.
- The roller shutter box is an afterthought - it has not been incorporated into the design. It protrudes clumsily, obscuring the clerestory light, and reduces the amount of natural light entering the shop.
- The new materials are unsympathetic and there is too much glass.
- The old shop front has been gradually destroyed through losing its character. The street is the worse for this, and the trader has lost a distinctive business image.

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7. Shopfront security

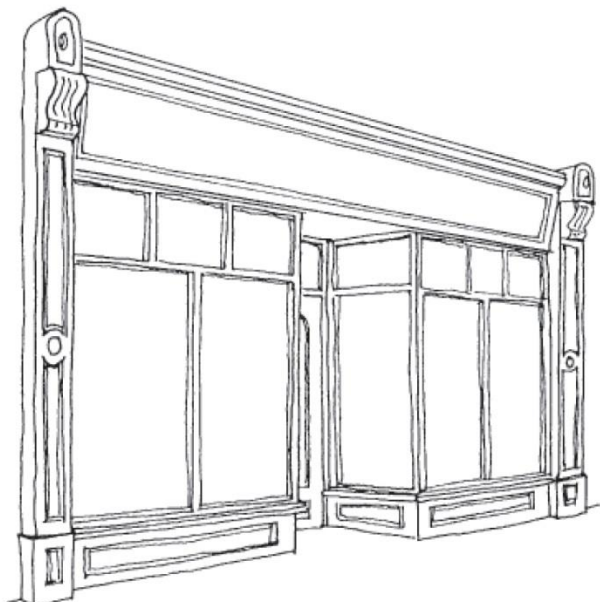
7.1 The security of shops is a serious issue which must be a consideration at the design stage. In this way the overall design of the shop front is enhanced by the unobtrusive inclusion of security elements. By contrast, a well designed shopfront can be let down by ill-conceived or 'add-on' security measures which neither respect the building or the area.

Traditional shop fronts (Figure 7.1)

7.2 The preferred methods of providing security without destroying the character of the original shop front are:

- Alarm systems
- Toughened or laminated glass
- Perforated or grille-type internal roller shutters
- Strengthening the glazing bars and stallrisers

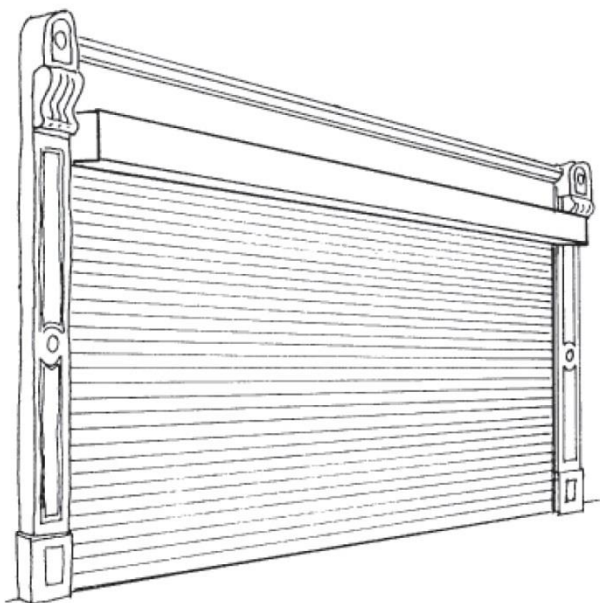
Figure 7.1 Traditional Shop Front



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Inappropriate design (Figure 7.2)

- 7.3** The second illustration shows how the character and appearance of the original shop front are adversely affected by the introduction of external roller shutters.
- 7.4** The clumsy, protruding steel shutter box is at odds with the style of the fascia.
- 7.5** The solid, steel roller shutters are a hostile form in the street scene, and are prone to graffiti.

Figure 7.2 Inappropriate Design

- 7.6** Shopfront security can be achieved in a number of ways:
- **toughened laminated glass**
this is an extremely unobtrusive solution which can offer a good level of security without affecting the appearance of the property.
 - **internal shutters**
internal shutters are a visible form of security which does not compromise the external appearance of the shop. The shutters should be perforated and colour powder or plastic coated.
 - **concrete or reinforced stallrisers concealed by suitable external materials**
this can help contribute to reducing the risk of ram raiding by strengthening the shop front frame.
 - **steel framed shop fronts**
as above this can be an unobtrusive means of strengthening the shop front and reducing the risk of ram raiding.

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- external roller shutters**
 Solid external shutters are more prone to graffiti and give out signals about the area's vulnerability to crime - thus deterring positive use. As a result these will only be considered where the alternative measures outlined above have been fully explored and can be shown by the developer to be unsatisfactory. Where this can be shown, their design should follow strict guidelines; with the shutter box located behind the existing fascia and not protruding out onto the street, and the shutter itself perforated and powder or plastic coated in a colour to match the other elements of the shopfront. Planning Permission will be refused for poorly designed shutters even if similar examples exist in the locality. Solid galvanised projecting shutters will not normally be permitted. Roller shutters can only be used outside shop opening hours as they can adversely affect the means of escape from the building in the event of fire. Appendix 1 gives further technical advice.
- works to the forecourt**
 Some businesses may feel that additional security measures are required to the forecourt area to the front of their premises because of concerns about ram raiding. Where this is the case, the measures to strengthen the shop front outlined above can be undertaken. Where supplementary works are required these should be of an appropriate style and design, as well as located so that they do not impede the pedestrian flow.

7.7 The Police Architectural Liaison Officer who can be contacted on 01226 736017 or at chris.squires@southyorks.pnn.police.uk , can provide free advice on techniques to design out crime at an early stage. SPG11 entitled Design to Avoid Crime gives guidance on security issues.

8. Signs

8.1 Well designed signs can project an image of quality, confidence and permanence; whereas too many or oversized signs can give a cluttered and unattractive appearance which does not relate to either the building or the surrounding area.

8.2 The Council is likely to approve signs which are:

- in character with the scale of the building;
- located at fascia level;
- respectful of the architectural features of the building, including first floor windows and shop front details;
- fascia box signs which do not protrude more than 100mm;
- designed using a style of lettering appropriate to the character of the building.

8.3 The best option for signs is often to use individual letters restricted to the shop name. Clear well spaced letters are as easy to read as larger oversized letters. If additional signage is required then this is best applied to the window. For the safety of pedestrians and vehicles the bottom of any protruding sign should be at least 2.3m above the pavement and should not overhang the carriageway. A separate SPD on Advertisements has been produced and provides additional information.

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9. Illumination

- 9.1** Excessive illumination causes light pollution and is therefore wasteful of energy. Well directed lighting can, however, aid personal safety within an area and enhance its attractiveness. The form which this illumination takes should also be considered at an early stage. For example, a well designed fascia box in a solid material which allows internal illumination to show through cut out lettering can be a very effective solution, whilst internally illuminated box mounted signs in an opaque material is an unsightly option and will be discouraged.
- 9.2** External lights can also be an acceptable solution, either by means of trough lighting or carefully designed and located spot lighting.

10. Canopies and blinds

- 10.1** Canopies and blinds should usually be canvas or other non reflective material. The incorporation of a blind should be examined with regard to the shopfront as a whole, and where possible the canopy should not unduly detract either from the fascia or the traditional window height.

11. Access

- 11.1** Alterations to a shop access which worsen access to premises contravene the Building Regulations.
- 11.2** Plate glass doors should have adhesive stickers fixed to them so as to warn partially sighted people.
- 11.3** Single doors should have a clear opening of 850mm and double doors 1620mm.

12. Corporate image

- 12.1** A large number of businesses, comprising national regional and local chains have a corporate image which they wish to communicate to the public. This is an understandable aim, which the Council supports. It is equally valid that the promotion of this image can be achieved in a number of ways, and that house styles can be adapted so as to respect the age, style, proportions and character of the building.

13. Questions

What needs Permission?

- 13.1** The installation of a new shopfront always requires permission as does any significant alteration to an existing shopfront. For further information phone Development Management on 01226 772595.
- 13.2** The regulations regarding the display of advertisements (including signage) are complex and you should always contact Development Management to discuss whether consent is

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needed at an early stage. Generally, any illuminated sign and any sign on an elevation which does not have a display window will need advertisement consent. However, many other signs also need consent.

- 13.3** All proposals which involve structural alterations or a revised door layout require Building Regulations Consent. For further information phone 01226 772678.
- 13.4** Any works in the Highway will require the consent of the Assistant Director, Environmental Services, who you should contact at an early stage on 01226 772063.

Are there any other consents required?

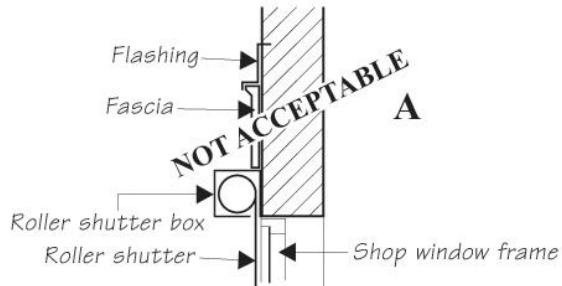
- 13.5** If your premises is a Listed Building or is located within a Conservation Area special policies and restrictions apply. To find out whether your premises are affected, please contact the Conservation Officer on 01226 772576.

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Appendix 1. Roller shutter design

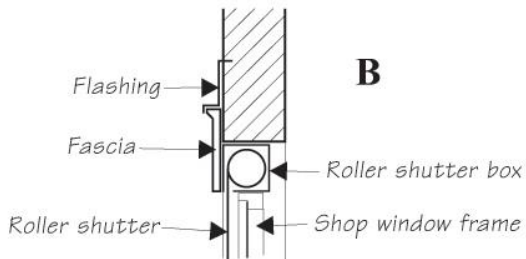
The Shutter Box

Figure A



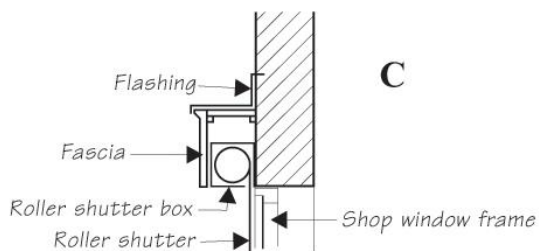
A standard square-sectioned box fixed onto the fascia is **unacceptable. (A)**

Figure B



The shutter box should be hidden from view, and ideally, built behind the fascia. **(B)**

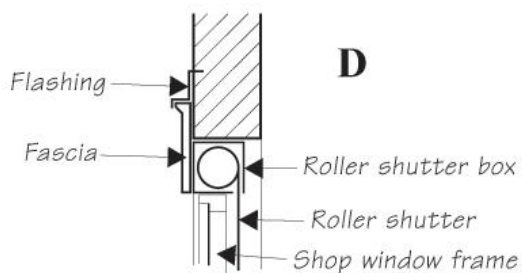
Figure C



In exceptional circumstances, where it is not possible to achieve the above, the fascia may be rebuilt to conceal the projecting shutter box. **(C)**

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Figure D



In areas of higher quality design and streetscape, including conservation areas and for listed buildings, a more design-sensitive approach will be required. In these cases, internal security grille-type shutters will be the most appropriate solution. **(D)**

The Shutter

The shutter is visible when the premises are closed and so should be as attractive as possible. They should be coloured and for best results the pierced or latticed type, allowing a view to the window display when illuminated.

Appendix 2. Elements of the shop front

Figure E

