

# DESIGN SHEET

DESIGN GUIDANCE for the Control of SHOPFRONTS & SIGNS

## Introduction

The aim of this supplementary design sheet is to provide practical advice and guidance for the design of shopfronts and signage throughout the Winchester district. This advice should be read in conjunction with the main document entitled "Design Guidance for the control of shopfronts and signs" as well as the English Historic Towns Forum's document "Shopfronts & Advertisements in Historic Towns" (1991).

The aim of this guidance is to encourage attractive shopfronts with appropriately designed and positioned signage. This will help to create an effective overall advertisement commercially and enhance the appearance of the built environment.

This guidance provides advice on the approach the Local Planning Authority will adopt when determining applications for shopfronts and advertisements. This advice applies to the whole of Winchester district, but concentrates on the special need for careful design within Conservation Areas.

Legislation requires that permission be obtained from the City Council before shopfronts are installed or altered and for the display of many types of sign.

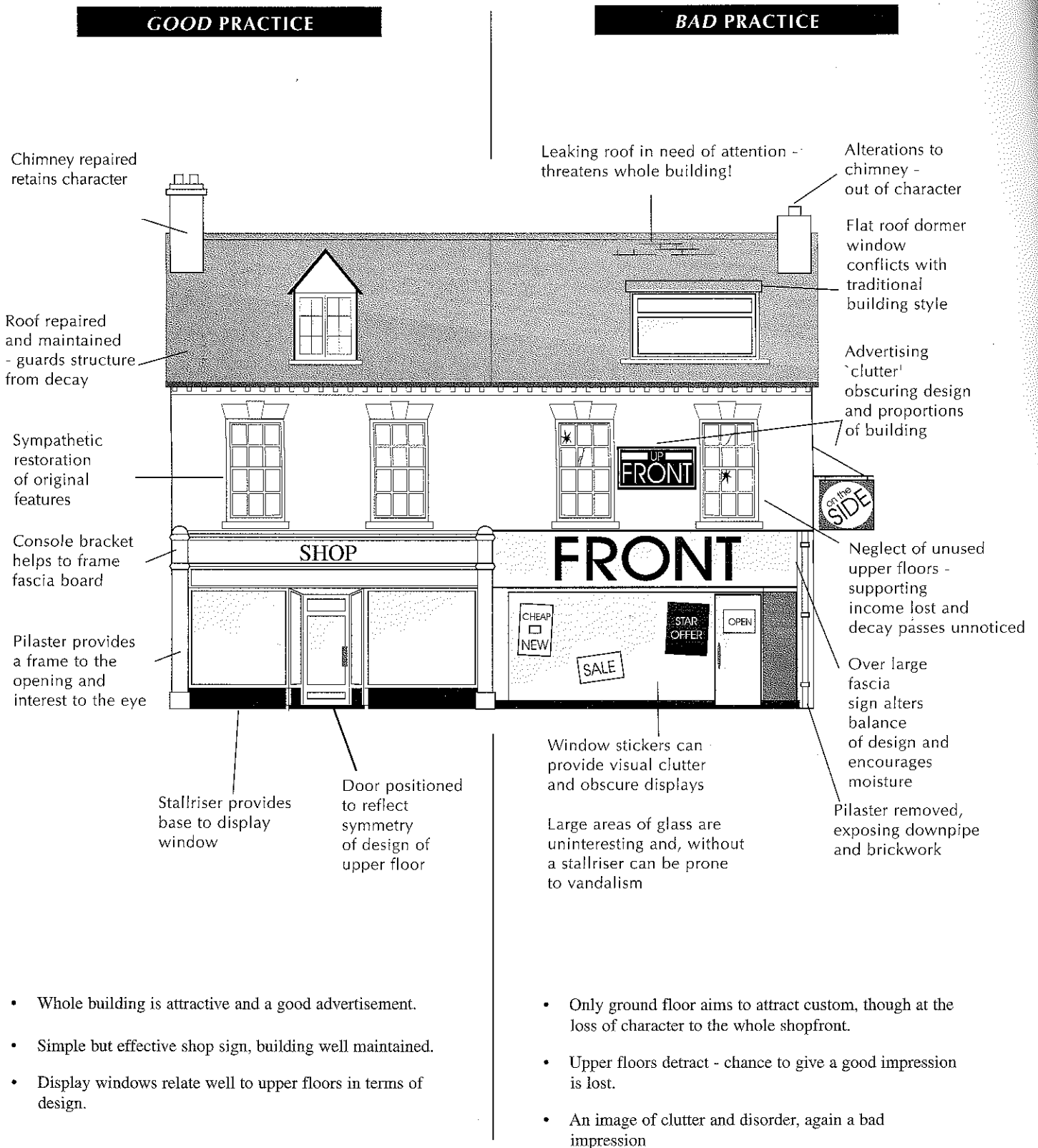
Consent for a new shopfront or sign is more likely to be granted if the advice in the "Design Guidance for the control of shopfronts and signs" and this supplementary design sheet is followed.

Where consent is given for a new sign, it will normally be for a period of five years, although the sign may continue to be displayed unless the Local Planning Authority actively seek its removal.

Consultation is advised with a planning officer or a conservation officer prior to the submission of an application in order to minimise delays in the consideration of applications.



## Shopfronts



## Shopfronts

In policy terms and in this supplementary guidance, the term "shopfront" refers to the **WHOLE** elevation from roof to floor and across the full width of the shop, and not just the display window and its surround.

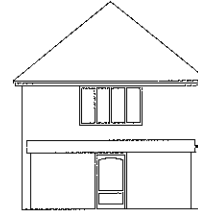
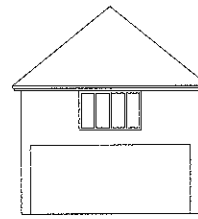
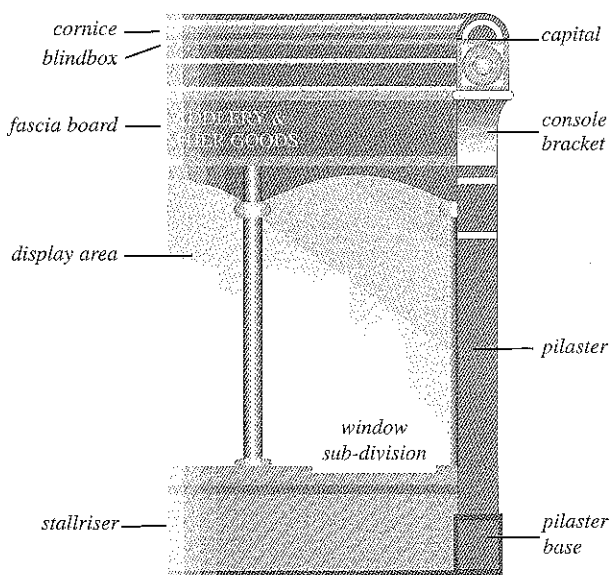
The district of Winchester City Council possesses examples of some early shopfronts and a variety of 18th and 19th century forms, predominantly of timber construction.

It is important that wherever old shopfronts of architectural merit survive every effort should be made to retain them as they contribute much to the history and character of the area.

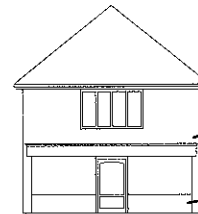
Wherever any detailing such as pilasters, columns, console brackets etc. remain, every effort should be made to conserve them as part of a new shopfront.

It is important that any alterations to a shopfront should respect the architectural form and scale of the whole building, with shopfront proportions reflecting the building proportions;

The creation of the sales area of the shopfront should be broken down into smaller elements as traditionally carried out, though more innovative solutions may be possible that still follow the principles detail and proportions. This provides an effective framed display area and signage. The following steps demonstrate the method of designing the form of shopfronts;

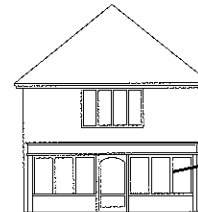


Fascia board



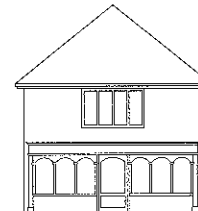
Cornice providing framing elements

Stallriser forming base



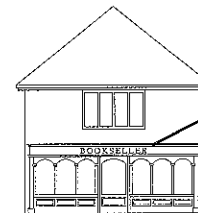
Vertical glazing bars

Basic pilasters



Use of details

Base to pilasters



Advertisement centrally located and framed

Additional moulding details



THE PROCESS OF BREAKING DOWN AND FRAMING THE DISPLAY AREA



IMPORTANT ELEMENTS WITHIN SHOPFRONTS

## Fascia signs

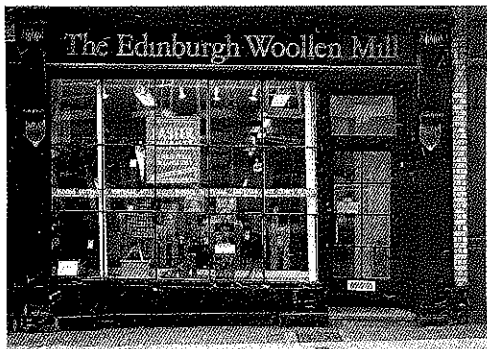
### Materials:

The traditional character of a building or a shopping area is largely derived from the use of natural materials such as stone, brick, tile slate and timber. Therefore, the materials of new signs on fascias should respect the use of such materials on the elevation.

### Colours:

Harsh or garish colours should be avoided. Appropriate colours can be used to emphasise important elements of design and to highlight structural details, such as gilding of mouldings.

### Lettering:



Dark background highlights signage

The style of lettering can help to convey the image of the shop, but the size of lettering must relate to the proportions of the facade and

fascia board; 300mm max as a guideline. The use of light coloured letters on a dark background is visually the most appropriate, as is the use of classical style lettering with shadow effect.

### Illumination

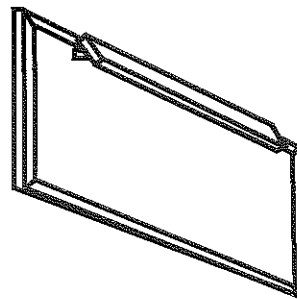
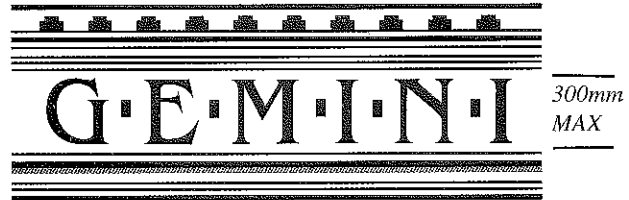
In nearly all cases illuminated signs require advertisement consent from the local planning authority.

Illuminated signs can easily harm the appearance of an historic building, a conservation area, rural landscape or residential area and in those areas the policies of the local planning authority seek to limit the use of such signs.

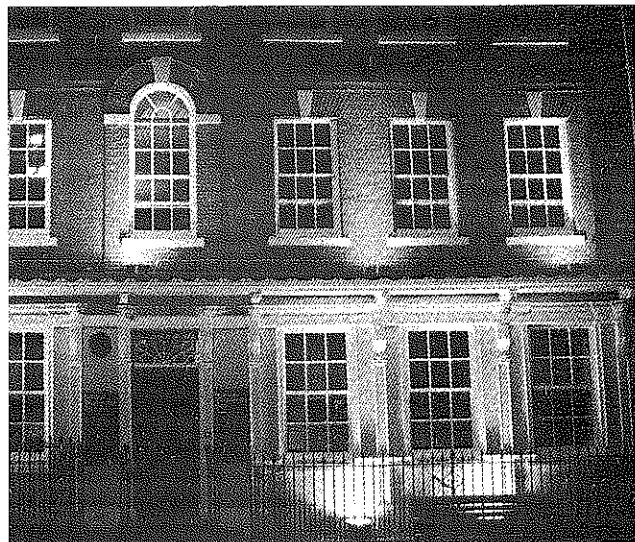
In many instances illumination is not a necessary feature unless the business is to operate principally after daylight hours, such as a late chemist, restaurant or public house. If an illuminated sign is felt to be appropriate, its size should be kept to a minimum.



An unacceptable illuminated fascia box sign. Which is crude and over dominant, obscuring fascia detail and dark lettering on light background.



Acceptable types of lighting, in exceptional circumstances only



Picture of up/down lighting e.g. National Westminster Bank.

In general, preference will be given to the use of reflected light from discreetly positioned lighting units.

Internally illuminated projecting signs are unlikely to be permitted in historic streets, residential and rural locations and other sensitive areas.

Exceptionally a non-illuminated hanging sign of traditional design may be acceptable. Within certain parts of the district, particularly the areas in and around the High Street of Winchester, symbol signs will be encouraged rather than additional written advertisements.



*Lights discreetly designed into ironwork of hanging signs*

### Hanging signs:

Winchester City Council has a policy of encouraging the creative use of "symbol" signs which depict the type of business, for example; a hanging boot for a shoe shop, coffee pot for the sale of teas and coffees and so on. This policy is strongest within the High Street area of Winchester, but is encouraged in all historic areas.

Hanging signs should also avoid the unnecessary repetition of information and advertising located elsewhere on the shopfront.

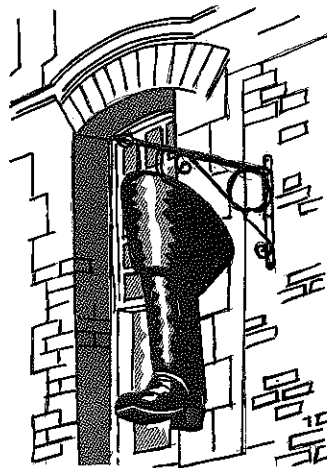


*Hanging symbol sign*

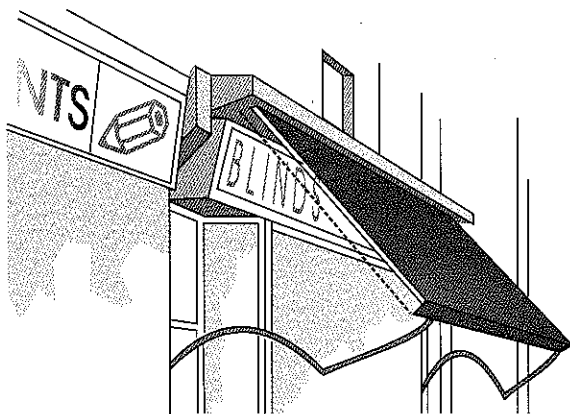
### Blinds & canopies

The traditional shop blind within the district is the straight awning type, mounted on a roller. Preference will be given to this style of blind as opposed to "Dutch canopies", especially on Listed Buildings and within historic areas.

Any advertising, where appropriate, should be centrally located with no repetition including additional signage on the sides of the blinds or canopies.



*Sign hanging over a shoe shop*



*Traditional blinds*



*An inappropriate 'Dutch blind'*

## Security matters

Security is obviously an important matter especially on commercial buildings. Security shutters that are solid have a deadening effect of the character of the area and can actually hide from public view any activity within the shop. Therefore this planning authority would encourage the use of improved strength glass or internal lattice grills.

The use of traditional stallrisers, especially if reinforced, can provide a robust deterrent to ramraiders.

## Cash dispensers

Ideally these should be located within the shopfront, such as in the form of a lobby area. If dispensers are to be located within the shopfront then these should be designed as an architectural element of the shopfront and be of simple design, with a minimal amount of display material.

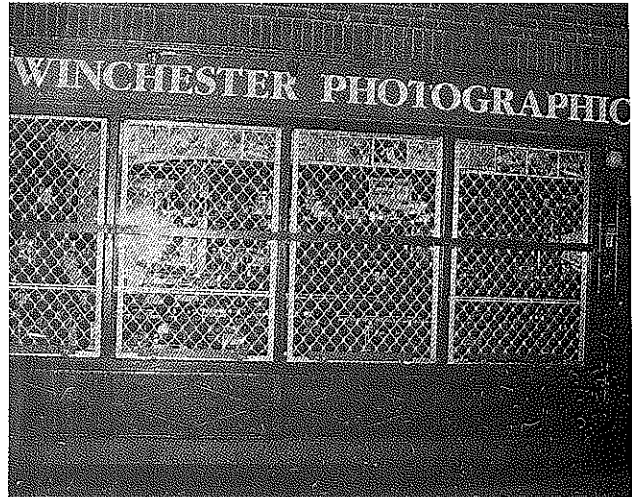
## Access for people with mobility problems

All new buildings that are to be used by the public are required to be accessible to disabled people. These requirements are set out in the Chronically Sick and Disabled Persons Act and should be borne in mind when designing a new shopfront.

Further details on this subject are included in the Winchester City Council publication "Accessible Environments".

## Estate Agents Boards

The over intensive use of estate agent boards, especially "V" boards, can create visual clutter and detract from the quality of the street scene and the building itself. Smaller boards which are sympathetic to the buildings are encouraged.



Shutters

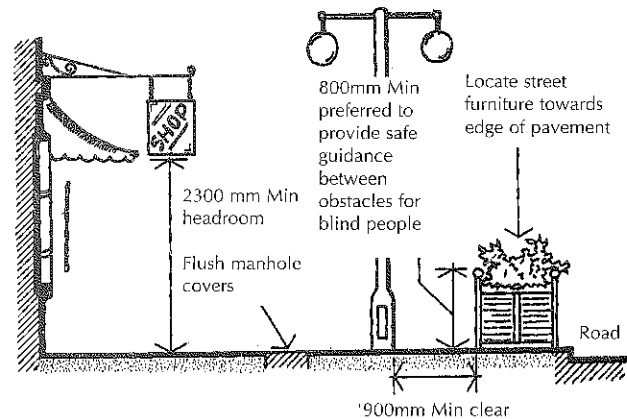


Diagram from Accessible Environments



Estate agents Boards in Parchment Street, Winchester

## Public Houses, Restaurants and Hotels

### APPROPRIATE USE OF SIGNS

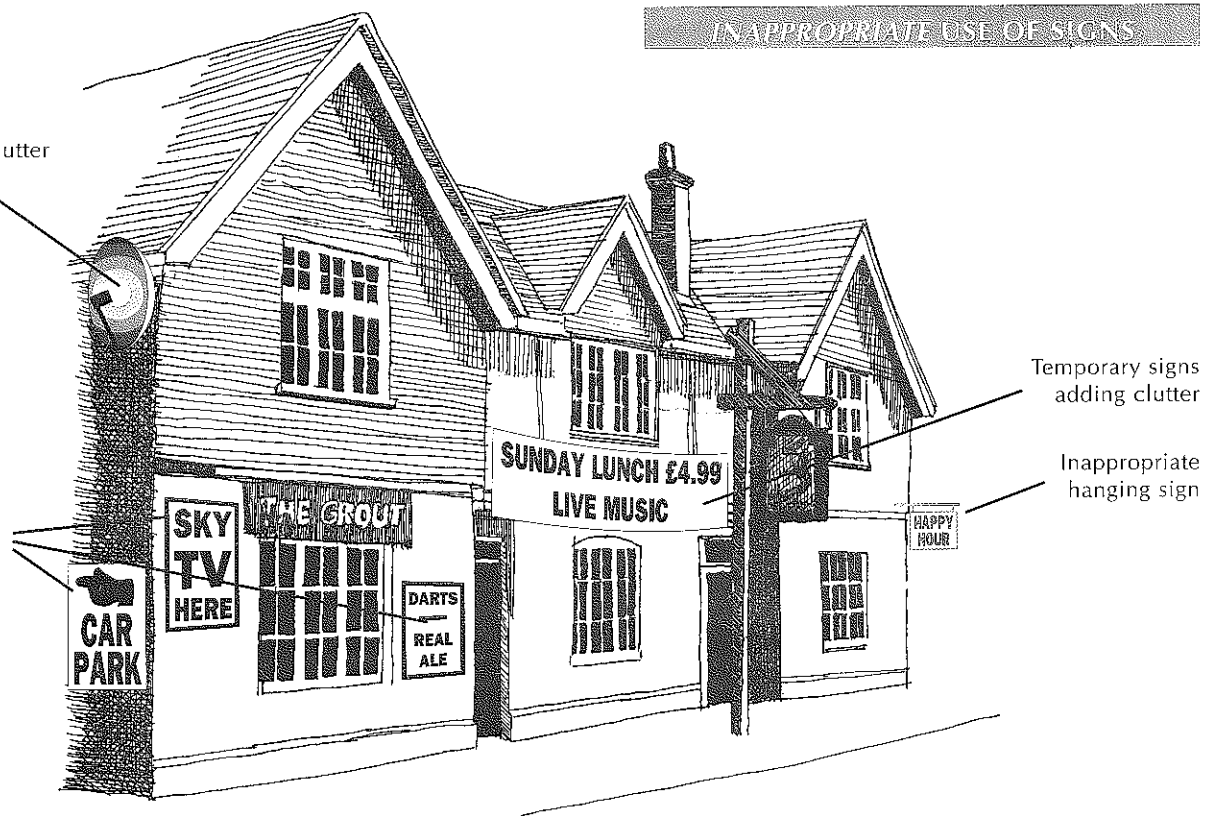
Simple use of signage allowing quality of building to remain the dominant feature



### INAPPROPRIATE USE OF SIGNS

Prominent additions clutter building

Over use of sign providing a confusing image which reduces clarity of the message of the main name board



## Petrol Stations

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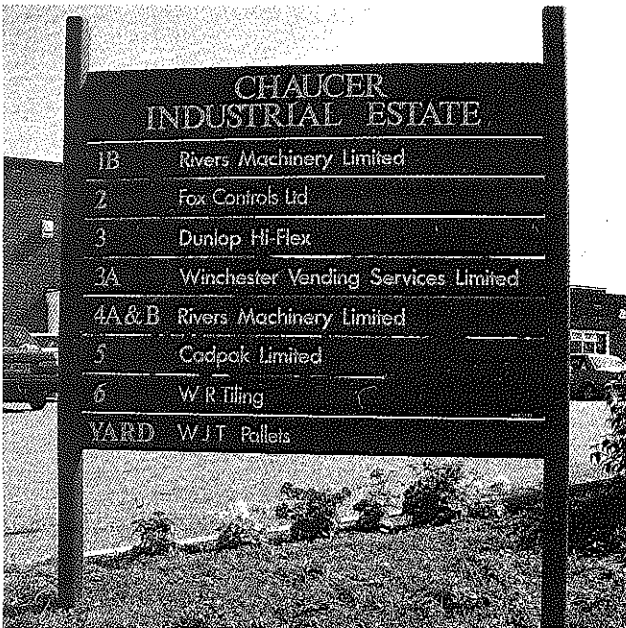
Poor example of over signage providing visual clutter.



Appropriate use of signs, simple form of pole sign and no canopy signs.

## Retail Warehousing and Industrial Estates

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Preferred solution, slide in name boards.



Over signage creates visual clutter.

## Check with a planning officer

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Prior to submitting an application for planning permission or consent it is advisable to discuss the matter with a planning officer.

For further information contact;

**The Planning Department, Winchester City Council,  
Avalon House, Chesil Street, Winchester,  
Hampshire, SO23 0HU.  
Tel: (01962) 848177 or 848293 Fax: (01962) 849101**