

ROCHFORD HOMES LIMITED

Rochford Homes is a local building company with considerable experience in the restoration and maintenance of Grantham's historic buildings. The company has been involved with and helped secure the restoration and preservation of some of the town's most important listed buildings including North House, a fine mid 19th century town house and Swallows Mill, a local landmark that until the early 1950s was a working cornmill.

We recognise the importance of the need to respect the architectural and historic character of the town when a new shopfront is planned or an existing one repaired or altered. The Grantham Shopfront Design Guide provides clear and practical advice on the approach which should be adopted to help ensure that this aim is achieved.

We are therefore delighted to be associated with the publication of this Guide which we believe will make a valuable contribution towards the improvement of not only individual buildings but the town centre as a whole.

P. W. BURROWS Chairman

Rochford Homes Limited

Rochford Homes Limited, Lindpet House,

Market Place, Grantham, Lincolnshire,

NG31 6RE.

Telephone (01476) 590782

Facsimile (01476) 561412



GRANTHAM SHOPFRONT DESIGN GUIDE

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Grantham Shopfront Design Guide



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Foreword



I do hope that everyone who reads and uses this guide will endeavour to improve the market town of Grantham. It is part of the continuing effort throughout the District to improve the materials and designs of our shopfronts and their signing, to make the town centre more attractive to shoppers, locals and tourists alike. Faced with increasing competition from city centres and out-of-town shopping complexes, our market towns do not have an easy task in attracting customers, and everything that we can do to make them vibrant and

economically sound is most important. The guide offers practical advice to retailers and developers who are considering improvements and sets the standard that the Council is looking for. The Council's planning officers are always willing to help, from concept to approval.

Paul Genever
*Planning Committee Chairman
 South Kesteven District Council*

Head of Planning and Building Control:
Graham Oxborough
Conservation Officer:
Bob Stewart
 March 1997



Grantham Shopfront Design Guide

Planning Services:
 South Kesteven District Council
 Council Offices
 St. Peter's Hill
 Grantham
 Lincs NG31 6PZ
 Telephone 01476 591591

nts to be retained



46 Watergate



1 Westgate



2 Westgate



8/9 Westgate



12/13 Westgate



18 Westgate



19 Westgate



25 Westgate



26 Westgate



34 Westgate



36 Westgate



66 Westgate



68 Westgate



80 Westgate



82 Westgate



86 Westgate



87 Westgate



95 Westgate



9 Wharf Road



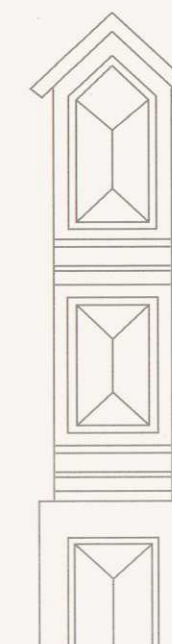
12 Wharf Road



25 Wharf Road



10 Vine Street





The photographs on these pages illustrate the existing traditional shopfronts within Grantham town centre to which few, if any, alterations have been made. They all contribute to the historic character of the town, and should be retained, and where necessary, repaired and restored.



19 High Street



62 High Street



70 High Street



14 Castlegate



9/10 High Street



12 High Street



43 London Road



47 London Road



18 London Road



20 London Road



2 Market Place



3 Market Place



18 Market Place



22/23 Market Place



2/6 North Parade



42 St Peter's Hill



46 Swinegate



47 Swinegate



11 Watergate



27 Watergate



29 Watergate

1. Introduction.

2. Traditional Shopfronts.

- 3.1 Historic Shopfronts in Grantham.
- 3.2 Altered traditional shopfronts.
- 3.3 Retail premises without shopfronts.

4. Design Principles.

- 4.1 The shopfront as part of a larger building.
- 4.2 Avoidance of uniformity.
- 4.3 Shopfronts on older buildings.
- 4.4 Shopfronts on modern buildings.
- 4.5 Physical separation between shopfronts.
- 4.6 Scale and proportion of solid elements.
- 4.7 Alignment with facade.
- 4.8 Separation of shopfront elements.
- 4.9 Terraces and large buildings.
- 4.10 Shop windows.
- 4.11 Shopfront design and upper floors.
- 4.12 Variety and individuality.

5. Materials and Finishes.

- 5.1 Suitability of timber.
- 5.2 Alternative modern materials.
- 5.3 Consideration of colour.
- 5.4 Stained or treated timber.
- 5.5 Suitability of colour.
- 5.6 Use of secondary colours.
- 5.7 Painting of fanlights and pelmets.

6. Canopies and Blinds.

- 6.1 Consideration as part of shopfront design.
- 6.2 Dutch blinds.
- 6.3 Considering the need for blinds.

7. Advertisements.

- 7.1 Advertisements as part of a shopfront design.
- 7.2 Signwriting on traditional shopfronts.
- 7.3 External illumination.
- 7.4 Internal illumination.
- 7.5 Advertisements where no fascia exists.
- 7.6 Temporary advertisements.

8. Projecting signs.

- 8.1 Use of hanging signs.
- 8.2 Shapes, profiles and symbols.
- 8.3 Illumination of hanging signs.
- 8.4 Other forms of projecting sign.
- 8.5 The position on the shopfront.

9. Security.

- 9.1 Consideration of security requirements.
- 9.2 Shutters.
- 9.3 Removable grilles.
- 9.4 Burglar alarm boxes.
- 9.5 Wiring from security devices.

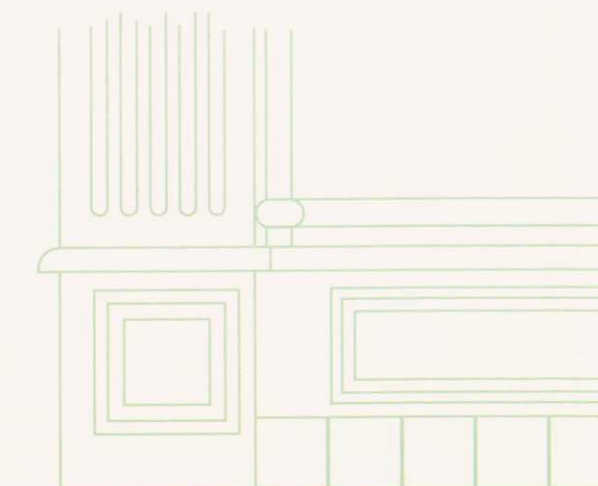
10. Is approval required?

- 10.1 Planning permission.
- 10.2 Advertisement consent.
- 10.3 Listed building consent.
- 10.4 Enforcement and penalties.

11. Submitting an application.

- 11.1 Supplying full and accurate information.
- 11.2 Planning/Listed building consent applications.
- 11.3 Advertisement applications.
- 11.4 Applications for projecting signs.
- 11.5 Incomplete applications.

12. Appendix



1. Introduction

In 1993 the Council published a design guide for shopfronts in Stamford, the purpose of which was to promote good design and high quality for shopfronts within the town. This second Shopfront Design Guide serves to achieve the same purpose for Grantham.

Whilst many of the principles are applicable to both towns this guide seeks to encourage proposals for shopfronts which will acknowledge and reflect the character of Grantham town centre, and make a positive contribution to its appearance.

The Guide has been formally adopted by the Council as Supplementary Planning Guidance, and will therefore be a material consideration in the determination of planning applications affecting shopfronts in the future.

2. Traditional Shopfronts

2.1 Traditional shopfronts generally conform to a basic pattern which has proved to be successful over a number of years, both in allowing the shopkeeper to present an attractive display of goods and helping to create a unique 'sense of place' in towns like Grantham. The component parts of such shopfronts may vary greatly in size and proportion from building to building. Each has a role to play, however, in relating the shopfront to the remainder of the building, whilst helping the property to operate successfully as a shop.

The cornice and fascia mark the point at which the scale and design of the building changes from domestic to display. The cornice projects from the face of the building, giving a strong and definite line, and providing weather protection for the remainder of the shopfront.

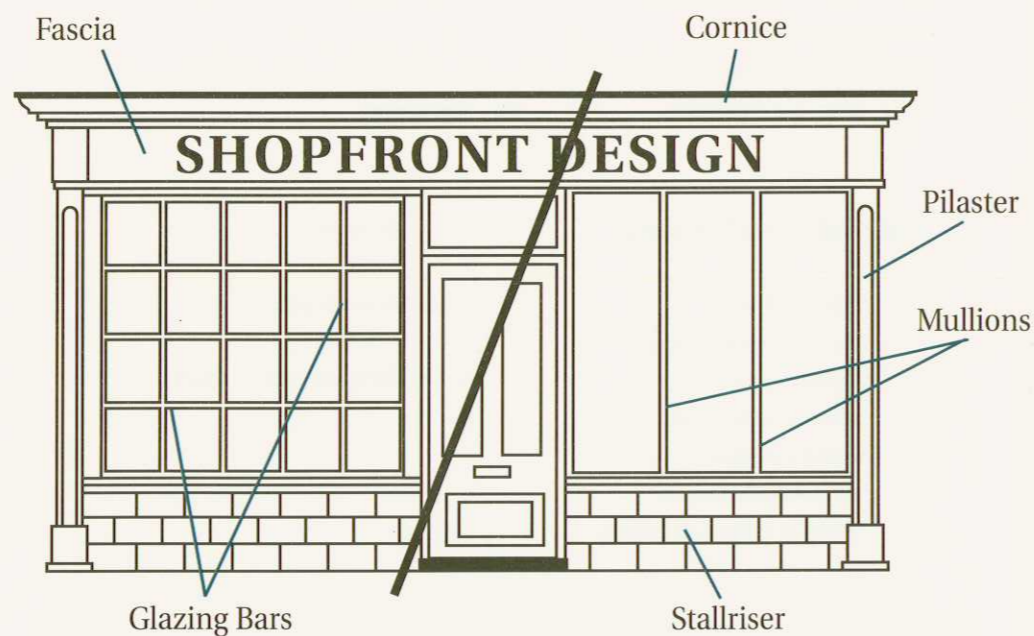
The fascia also provides a logical space for advertising.

Pilasters, together with the cornice and fascia, provide visual support for the upper part of the building, and act as a frame for the display and entrance.

Stallrisers provide a solid base for the display of goods at a suitable level, and dictate the vertical proportion of the shop windows.

Mullions and glazing bars reduce the scale of the display windows, relating them to the smaller windows normally present on the upper floors.

2.2 The mere inclusion of these features, however, does not in itself make a shopfront design successful. A fresh approach needs to be taken to each new shopfront, and a design created which is right for the particular building concerned.



11. Submitting an application

11.1 When applying for listed building consent, planning permission or advertisement consent, it is essential that the plans and accompanying information show exactly what is proposed to be done and how the finished product will look. Schemes which seem to be satisfactory on a small-scale drawing can easily be spoiled by poor detailing and finishings when a builder has to rely on guesswork and assumption in the absence of clear illustrations and instructions. The importance of accuracy and care in the preparation of drawings cannot be over-emphasised.

11.2 Applications for planning permission or listed building consent to alter or replace a shopfront should be accompanied by:

- (a) Detailed elevation drawings of the whole of the existing facade of the building at a minimum scale of 1:50, showing all existing architectural detailing, plus relevant details of the buildings on either side.
- (b) Detailed drawings at the same scale showing the front elevation of the building as proposed, indicating clearly the proposed alterations within the context of the whole

building, including any existing features which are proposed to be altered or removed.

(c) At least one sectional drawing of the shopfront showing its profile and position relative to the upper part of the building.

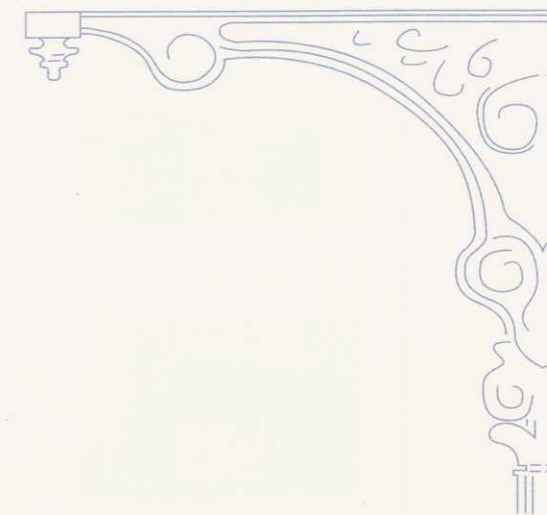
(d) Plans, elevations and sections at a minimum scale of 1:25 showing as necessary the detailing of architectural features, including pilasters, cornices and window details.

(e) A precise indication of the materials and colours proposed to be used, either by the submission of samples or photographs, and by reference to British Standard numbers.

11.3 The drawings accompanying applications for advertisement consent should include an elevation of the whole shopfront (minimum scale 1:50) with the size and design of all letters and symbols accurately shown, together with details of the colour scheme. Where individual letters are proposed, sections or samples should be submitted showing the profile and thickness of the letters, as well as details of materials and the method of fixing.

11.4 Where a projecting sign is proposed, detailed drawings should be submitted which show accurately the size, materials and shape proposed for the sign and supporting bracket, the size and design of all letters and symbols, and the colours to be used. A drawing of the front elevation of the building is also necessary showing where the sign is to be located.

11.5 All this information is needed to enable a proposal to be accurately assessed, and applications accompanied by inadequate information will be considered incomplete until all the necessary details have been supplied.





10. Is approval required?

10.1 Planning permission needs to be obtained for any alteration to a shop or similar property which materially affects its external appearance. This includes changing windows or doors, using different materials on any part of the shopfront, enlarging the fascia or adding canopies or blinds, and permission would of course be required for the installation of an entirely new shopfront.

10.2 A separate form of consent is required for the display of advertisements, even where the sign proposed has been shown on the planning application drawings. Some signs on shops and business premises can be displayed without the need to obtain advertisement consent, depending on their size, position and content. If in any doubt, it is always best to seek the advice of the planning department as to whether or not an application is needed.

10.3 Some of the town centre shops are located in listed buildings, and any alterations to such buildings which affect their character or appearance require listed building consent. This could include exterior painting (including advertisements), the affixing of lettering, sign boards or projecting signs, security grilles, blinds,

alarm boxes and internal alterations.

It is required in addition to any planning permission or advertisement consent which may be necessary.

10.4 Before undertaking any alterations to a shopfront, it is essential to ensure that all the necessary approvals have been obtained. Enforcement action may be taken against unauthorised work, and this can lead to the need for further alterations or reinstatement - an unnecessary expense which is easily avoided if the correct procedures are followed. In addition, fines of up to £20,000 or imprisonment can be imposed through the courts for unauthorised work to listed buildings, even if approval is subsequently granted for the alterations which have taken place.



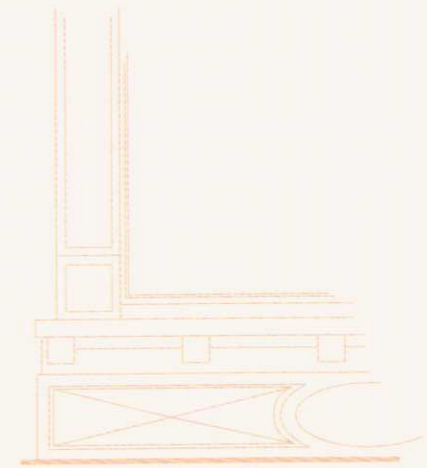
3.1 Good traditional shopfronts should be retained

3. Existing Shopfronts

3.1 Despite the many changes which have taken place over the years, traditional historic shopfronts are still to be found on buildings throughout Grantham town centre. Some contain a wealth of local detailing, whereas others may be simpler and more restrained, but all contribute in their own way to the character and appearance of the town centre. Shopfronts which fall within this category are illustrated in Section 12. Whilst minor restoration work may be necessary in some cases, they should be maintained substantially in their present form and carefully repaired as and when necessary.

3.2 On some properties shopfronts which have been unsympathetically altered in the past, still possess some good traditional features worthy of retention. In such cases the aim should be to repair and restore such features, and ensure that any alterations to the rest of the shopfront reflect their scale and character.

3.3 A few properties have been adapted for retailing from other uses, yet still retain much of their original scale and character. New purpose-designed shopfronts are unlikely to be permitted on such properties, or on similar properties for which a change of use to a shop might be approved in the future.



3.3 A purpose-designed shop front is not appropriate

4. Design Principles

4.1 It is most important to recognise from the outset that a shopfront is part of a much larger building, and therefore needs to be considered as part of its overall architectural composition. A new shopfront should take account of the rhythm and scale of upper floor windows, as well as any elements which are common throughout the building. Where features have been hidden or mutilated in the past, they should be carefully exposed, restored and respected in the new design.



4.2 Uniform designs disregard the character of the building

4.2 Each shopfront has to be approached individually. A design which is suitable for one building may be totally out of place on another, and uniformity should be avoided, even in circumstances where a business occupies adjacent buildings of different design. Regular shoppers quickly become familiar with the location of shops in the town centre, and both they and visitors to the town will find a well-designed frontage more attractive and inviting



4.3 A sensitive, original design is needed

than one which has sacrificed good design in the interests of uniformity.

4.3 Many of Grantham's older buildings are domestic in scale, often characterised by small windows on one or two upper floors, reflecting their original use as residential accommodation.

A traditional form of shopfront will usually be the best choice for such buildings. There are, however, exceptions where an entirely different, and possibly unconventional, approach is needed to complement the design of a particular building.

9. Security

9.1 The need to provide adequate security for shops is widely recognised. A number of alternatives are now available to retailers, some of which will have a greater effect on the appearance of a building than others. Sometimes a combination of different and less intensive measures, including wider town centre initiatives, such as the use of surveillance cameras, may well reduce the need for more conspicuous means of protection, which can disfigure otherwise attractive buildings. When choosing new premises retailers should ensure that the security requirements of their particular business can be adequately met without detracting from the character and appearance of the building. Approval will not be given for unsympathetic additions to attractive shopfronts, and enforcement action could be taken to remove unauthorised security fixings or poorly sited alarm boxes on listed buildings.

9.2 The use of retractable shutters is becoming increasingly common, and if this form of protection is considered necessary, it should be located inside the building. The shutter box should not be readily visible when the shop is open, and can normally be comfortably accommodated behind the fascia. As well as creating a blank appearance when the shop is closed, shutter boxes fixed to the outside of buildings can be very ugly, and external shuttering will only be acceptable when it forms an integral part of a new shopfront design. Solid lath shutters can create a security risk, as

they make the inside of the shop invisible from the street, and any criminal activity within would therefore go unnoticed.

9.3 Removable wrought iron or similar grilles can be particularly suitable for traditional shopfronts provided they are well designed and purpose-made to fit neatly into the shop window. Such grilles may be located on the inside or outside of the window, can be painted to match or complement the shopfront, and when in place, still allow a good view of the display inside the shop. They need not necessarily extend for the full height of the window, and can be taken off completely and stored within the building when the shop is open. The system would require permanent mounts fixed to the shopfront to support the grilles, and their location and colour should not detract from its appearance.

9.4 Burglar alarm boxes are now a common feature of shop security, and are normally required to be located in prominent yet inaccessible positions. An attractive facade can easily be marred, however, by the careless siting of an alarm box, and if such an installation is being considered, all the possibilities should be reviewed before a decision is made. For example, it may be possible with skill and imagination to incorporate a system within the design of a new shopfront. In all cases a balance must be achieved between the need for adequate security and the need to respect the character of the building, and careful

forethought needs to be given to the siting, appearance and colour of any new installation proposed.



9.3 Wrought iron grilles need not disfigure a building

9.5 Wherever possible, wiring from security devices should be taken inside a building rather than along the facade. If surface wiring cannot be avoided, it should match the colour of its background, be securely fixed, and mounted as inconspicuously as possible. This can often be achieved by following existing lines and features on the frontage.

8. Projecting signs

8.1 Hanging signs in the form of decorated boards suspended from metal brackets, have long been a recognised form of advertising in town centres, and are equally comfortable on both older and more recent buildings. A well-designed hanging sign can be a very effective form of advertising, and an attractive addition to a building and to the local street scene.

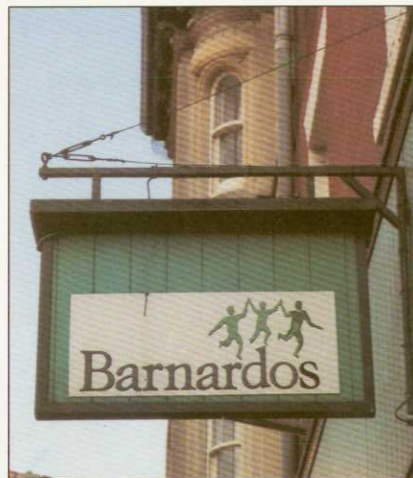
8.2 The use of alternative shapes and profiles is to be encouraged, as much lively interest can be added to a shopping area by projecting signs of various shapes, sizes and designs. Whenever possible, a pictorial feature should be included, perhaps illustrating the trade being undertaken. Alternatively, a hanging symbol relating to the business could be very effective. As with shopfronts, the use of rich, dark colours or neutral shades will ensure that a sign is not over-dominant.

8.3 Lighting schemes for hanging signs should try to ensure that the light source is as inconspicuous as possible. Concealed strip lighting is an effective means of achieving this. The bulb housing should be the same width as the sign, and can form part of the design of the board itself. Better still it can be a separate element located above the sign and coloured to match the supporting frame. Simple small lamps on short projecting brackets can also be acceptable, as can carefully-located spotlights fixed to the main building. Large lamps with ornate brackets tend to draw attention to

themselves rather than the advertisement, and should be avoided.



8.3 Large lamps can overwhelm a sign, whereas . . .



. . . concealed lighting is effective and inconspicuous

8.4 Other forms of projecting sign, such as rigidly-fixed boards or internally illuminated boxes, are now commonplace in shopping centres, but rarely add to the character of towns like Grantham. Modern projecting signs are often produced to a standard size and format, with little account being taken of the scale of the building or overall appearance of the area.

Within the Conservation Area, where character and appearance are acknowledged as important considerations, signs of this type are best confined to the more modern shop premises, although even here hanging signs are to be preferred.

8.5 The overall design of a building should be the major influence in the positioning of a sign on its facade. The sign should not be seen as a continuation of the fascia, neither should it obscure important features of an attractive shopfront. Generally speaking, not more than one projecting sign should be displayed on a building. It should be borne in mind, however, that not every frontage may be suitable for such signs, even though they may be present on nearby facades, and the merits of each case need to be considered individually.



4.4 Characterless redevelopment – a radical approach is needed

4.4 Piecemeal redevelopment in the town centre has been a continuing process, and more modern buildings, specifically designed for shops, are to be found mainly in High Street and Watergate. Unfortunately, for the most part their design and appearance pays little respect to the form and character of the surrounding development, and considerable improvement could be achieved in many cases by a remodelling of the whole frontage. Nevertheless, the provision of a well-designed imaginative shopfront is likely to catch the eye, and would be an asset in attracting customers to the property.

4.5 Whenever possible, new schemes should aim to provide a degree of physical separation between neighbouring shopfronts. This will enable them to relate more easily to the buildings of which they are an integral part, and will help to emphasise the individual identity of

each shop. The design and materials of the separation panels must take into account the appearance of the whole building, and often carefully selected bricks to match the colour and texture of the upper floors will be the best option.

4.6 Where a shopfront extends for virtually the full width of the building, it must be seen to effectively support the upper floors, and this needs to be reflected in its design. Careful attention needs to be paid to the scale and proportion of the various solid elements to ensure that they are substantial enough to provide an adequate base for the remainder of the facade. More slender and refined elements may be used where walls already exist forming part of the original building and supporting the upper floors, as their main function will be to provide an attractive frame for the window display.

4.7 A shopfront should normally be flush with the remainder of the facade. Recessed shopfronts and splayed back shop windows often leave a building looking incomplete, and exaggerate the contrast between ground and upper floors. A well-proportioned recessed doorway however, can add interest, facilitate good balance and increase display space, as well as providing potential customers with shelter from the rain whilst looking at goods.

4.8 Pilasters, fascias and stallrisers fulfil different roles and should be seen as separate elements within a shopfront. Unbroken wall surfaces which merge these features are bland



4.6 A full width shop front must appear to adequately support the upper floors

and anonymous in appearance, resulting in a shopfront devoid of character and unrelated to its parent building. Fascias which are boxed or project excessively can be equally discordant as they tend to dominate the lower part of the building.

4.9 A number of Grantham's town centre buildings were constructed as terraces, and retain a unified appearance above ground level. The ground floors of such buildings, however, are often occupied by several different businesses, and the shopfronts neither bear any relationship to each other, nor reflect the unity of the terrace. A similar situation can occur where a single building has been divided on the ground floor to form two or more shops. In either case designers should aim at achieving or maintaining a harmony with adjacent fronts in the same building facade, and a joint scheme involving all the occupiers within a particular

terrace or building would undoubtedly produce the best results. Such an approach could produce an immediate improvement to a significant length of street frontage, restore the unity of the terrace or building and make the shops themselves more attractive. If this is not possible, a well-designed shopfront to one unit



4.10 Mullions can add character

can and should set the pattern for the remaining frontages as and when they are renewed.

4.10 Individual display windows with a horizontal emphasis should normally be avoided. The careful use of mullions to sub-divide such areas will enable a shopfront to relate more

comfortably to the rest of the building, and can be effective in helping to give a shop its own unique character. Decorative curved detailing to mullions can be found on many of Grantham's better shopfronts, and a modern interpretation of such features in a new shopfront design will serve to complement and respect a traditional local pattern.



4.9 Terraced properties would benefit from a co-ordinated approach

and content to suit the detailing of the fascia. Owners should avoid overcrowding the fascia with too much information, but should identify in simple terms what they need to say. The shape of the fascia and existing architectural details need to be taken into account when the form of the advertisement is being considered. Prefabricated individual letters or symbols are not normally a satisfactory alternative to painting, especially when reflective plastic or metal-faced lettering is proposed, as the 3-dimensional effect it produces makes the advertisement over-prominent.

7.3 External illumination will always be the preferred choice for advertisements in Grantham, and the only acceptable option for traditional shopfronts. Strip lighting concealed within a projecting cornice can be both effective and unobtrusive when included in the design of a new shopfront, but is less easily added to existing designs. Small floodlights are also acceptable provided they are sparingly used and sensitively located. One or two should normally be sufficient, preferably fixed directly to the building. Projecting brackets should be avoided if possible, as they tend to make the lights more prominent than the advertisement itself. Where there is no reasonable alternative, however, such lights should be simply designed and few in number, with the minimum possible projection from the wall.

7.4 Where a prefabricated fascia is proposed as part of a modern shopfront, the advertisement should be designed as an integral feature, rather than added later as a separate box. If internal illumination is proposed, the background should be suitably masked to allow the lettering only to appear lit. Large expanses of bright illuminated panelling are unlikely to be acceptable, as they are extremely harsh in appearance, and tend to unduly dominate the street.

7.5 Advertisements on properties where there is no purpose-designed fascia will need individual consideration. Possible alternatives could include individual letters fixed direct to the wall, signwriting or transparent transfer on a window, a small well-designed plaque, or a simple projecting sign. What is right for one building might be totally out of place on another, and the design and detailing of the

building will largely dictate the most suitable form and scale of advertising in each case. Prefabricated fascia panels, whether of timber, perspex or some other material, are unlikely to be acceptable on such buildings.

7.6 Temporary advertisements fixed to the inside of doors and windows can spoil the appearance of a building. They are mostly designed in very bright colours to draw attention to a special event, usually a sale. Such signs should be kept to a minimum (no more than one per window should be necessary) and removed as soon as possible. Similarly, an excessive number of stickers and notices on windows and doors will give the shopfront a cluttered appearance, and should be avoided.



7.5 Where there is no suitable fascia, alternatives can be considered



6.2 Modern canopies can obscure the building

6.2 Dutch blinds and plastic or similar window and door canopies are not generally acceptable, and should be avoided. All too often canopies of this type have little practical use, their main function being to serve as additional advertising space. Invariably they bear no relationship to the appearance of the building to which they are fixed, and can obscure and sometimes destroy part of the existing shopfront.

6.3 Retailers who are likely to display goods susceptible to sunlight damage should take extra care to ensure that the premises they intend to occupy are suitable for their purposes. Formal approval will be necessary for most canopy or blind additions, and it should not be assumed that such approval will be forthcoming simply on

the grounds that a canopy or blind is necessary or desirable for the type of shop proposed. It may be helpful to remember that they will not



7.2 Well proportioned and simple advertisements are always attractive, whereas . . .

. . . too much information can be confusing and disruptive



normally be necessary where the shop window faces northwards, or because of its relationship to other buildings, will receive little or no direct sunlight.

7. Advertisements

7.1 The advertisements displayed on a building can have a profound effect on its appearance, and should be considered as an integral part of the overall design of a shopfront. The use of discreet and well-designed advertisements on business premises will not only improve individual buildings, but will also enhance the overall appearance of the town centre, adding to its appeal for both visitors and shoppers.

7.2 On traditional frontages, lettering should be signwritten onto the fascia in a single style. It should be easily readable, and adjusted in size



4.10 Curved mullion detailing in local shop fronts

4.11 A town centre building, of which the shopfront is usually the focus of attention, is a very valuable asset, but all too often its full potential is not realised. Years ago the shopkeeper and his family would often live above the shop, but this is now rarely the case in town centres. As a result, large areas of usable floorspace above shops have effectively been abandoned, or at best are seriously underused. The evidence of this is all too often plain to see in poor decoration and lack of routine maintenance, and such neglect can lead to undetected deterioration in the building, and the subsequent need for expensive repairs. The alteration or replacement of a shopfront presents owners and occupiers with an ideal



4.11 Separate access allows reuse of upper floors

opportunity to consider the future of the whole building, particularly the question of access to and use of the upper floors. The first thing to do is to look at the whole building and its curtilage to assess whether it is possible to reach the upper floors from the road via the side or rear. If not, serious consideration needs to be given to including a separate entrance on the street frontage, either incorporated in the new design or as a separate but complementary feature. Where such access already exists, it should be retained and acknowledged in the new scheme.

4.12 Whilst many of the features of a traditional shopfront are likely to be present in a new design, attempts to copy historical styles

from one building to another are unlikely to be successful. Each new shopfront should be approached separately, and designers are encouraged to use flair and imagination to create individual solutions based on good design principles which are consistent with the scale and appearance of the building. A variety of well-designed shopfronts will do much to enhance the character of the town centre, and make it a more appealing place in which to shop.

5. Materials and finishes

5.1 In common with the majority of English market towns, Grantham's shopfronts have traditionally been of timber construction, and timber continues to be the most appropriate choice when a new frontage following traditional principles is being considered. It is extremely versatile, can be finely detailed and moulded to many different profiles and can therefore be readily adapted to suit the needs of a large variety of buildings in the town. In addition it is durable and by simple repainting, can be freshened up or changed in image without detriment to the character of the whole building.

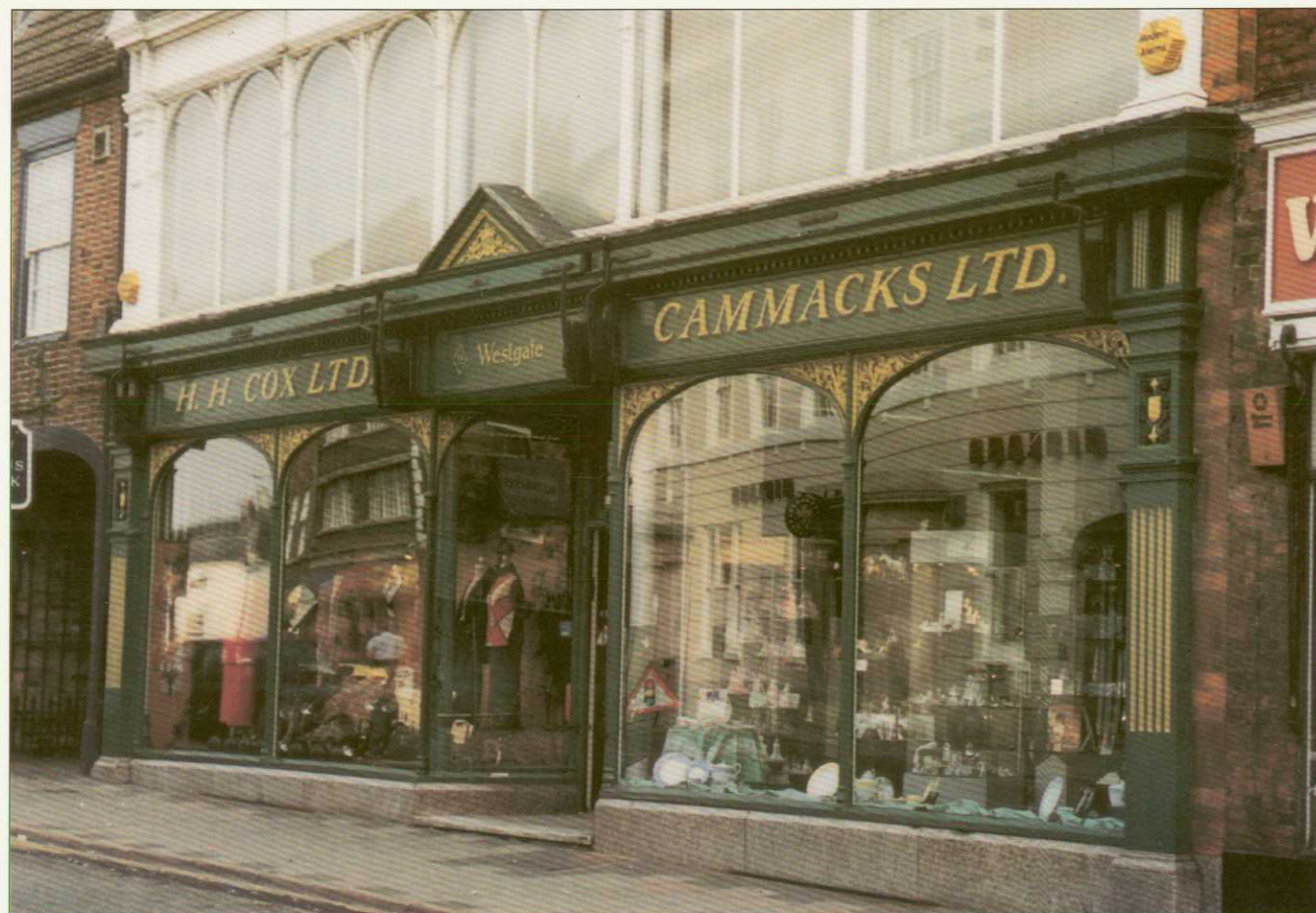
5.2 Alternative modern materials may well be acceptable for shopfronts on non-traditional buildings provided they are sensitively used to produce a well designed shopfront appropriate to the building and its locality. The use of such materials must not, however, be seen as an excuse to overlook the need for good quality design and attention to detailing.

5.3 The colour of a new shopfront will have an important bearing on the appearance of the building, and needs to be carefully considered as part of the design process. Equal consideration also needs to be given when a change in the colour of an existing frontage is proposed, and if the property is listed, such a change will require listed building consent. An application for a

new shopfront or for repainting should always include specific details of the colour proposed in the form of samples, photographs and British Standard numbers.

5.4 Stained or treated timber is not a particularly suitable finish for traditional shopfronts, but where a more innovative approach is required, its versatility could provide the scope for designers to show flair and originality in producing shopfronts of good modern design.

5.5 Rich dark colours are usually best for traditional shopfronts, and are particularly important where the shopfront extends across most or all of the building, or has wide pilasters.



5.6 Secondary colours carefully used can serve to highlight shop front decoration

As well as identifying the shopfront as a positive part of the overall building, such colours help to emphasise its perceived function of supporting the upper floors. White or light/neutral colours may however be suitable on smaller shopfronts of more slender proportions where areas of walling already extend from the upper floors to the ground.

5.6 A single colour should be used for all the major elements. Avoid using alternative colours on major features such as pilasters, stallrisers, fascias or cornices, as this inevitably weakens appearance. A secondary colour can, however, sometimes be used to good effect to highlight decorative or architectural features within the shopfront. The colour would need to be carefully chosen to complement the main colour, and used selectively to prevent the shopfront from appearing over-fussy or disjointed.

5.7 Glazed fanlights and pelmets are often important elements in the design of a shopfront, and should not be obliterated by painting out the glass panels. As well as obscuring an attractive detail, overpainting in this way alters the appearance of a shopfront by creating an additional awkward 'solid' area below the fascia. Where a false ceiling finishes lower than a fanlight or pelmet, the front section should be raised or angled upwards to take account of these features. If this is not possible, the provision of dark screening in the space above the ceiling, set a short distance behind the glass, would be a suitable alternative.

6. Canopies and blinds

6.1 The need for a blind to protect goods from damage by sunlight should always be taken into account when a new shopfront is being considered. If a blind is thought to be necessary, it should be included as an integral part of the shopfront design. It should be fully retractable, and pulled down only when required. The traditional, and perhaps most logical

arrangement for blinds of this type is to incorporate them as part of the cornice, although immediately below the fascia can be an acceptable alternative in appropriate cases. The blind fabric should preferably be of a plain, light, neutral colour, and be non-reflective. The use of shiny plastics and vivid or stridently contrasting colours will make the blind appear excessively prominent, and look out of place.



6.1 Traditional blind designed into the cornice