

South Kesteven Shopfront Design Guide

2024



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Introduction

South Kesteven's market towns of Bourne, Grantham, Market Deeping and Stamford each have their own character and charm which has been created through centuries of development and growth.

In our town centres this is often reflected in the design of shopfronts, many of which retain some or all of their historic Georgian, Victorian or Edwardian features.

Research from Historic England has shown that restoring and reinstating historic shopfronts can increase footfall and dwell time in a town centre, encourage higher levels of spend, and increase the perceived quality of products and services being sold.

This guide outlines the design principles which should be followed when making changes to shopfronts, including colour, signage and advertising, lighting and important information about alterations to windows and doors, renders and pointing.

The design guidance is generally applicable across all four towns, but users should also take note of the special considerations which are outlined for each town. Where guidance in the special considerations contradicts the general guidance, the special considerations should be followed.

The guide aims to support high quality proposals for the creation of new shopfronts and the alteration of existing shopfronts which acknowledge and reflect the character of the town they are in and make a positive contribution to its appearance.

This document is a technical note which provides updated guidance on shopfront design and reflects changes in planning policy.

It sits alongside the following documents which have been formally accepted by the Council as Supplementary Planning Guidance and which can be accessed through the following links:

■ [Stamford Shopfront Design Guide \(1993\)](#)

■ [Grantham Shopfront Design Guide \(1997\)](#)

■ [Bourne Shopfront Design Guide \(2005\)](#)



Councillor Phil Dilks, Portfolio Holder for Planning

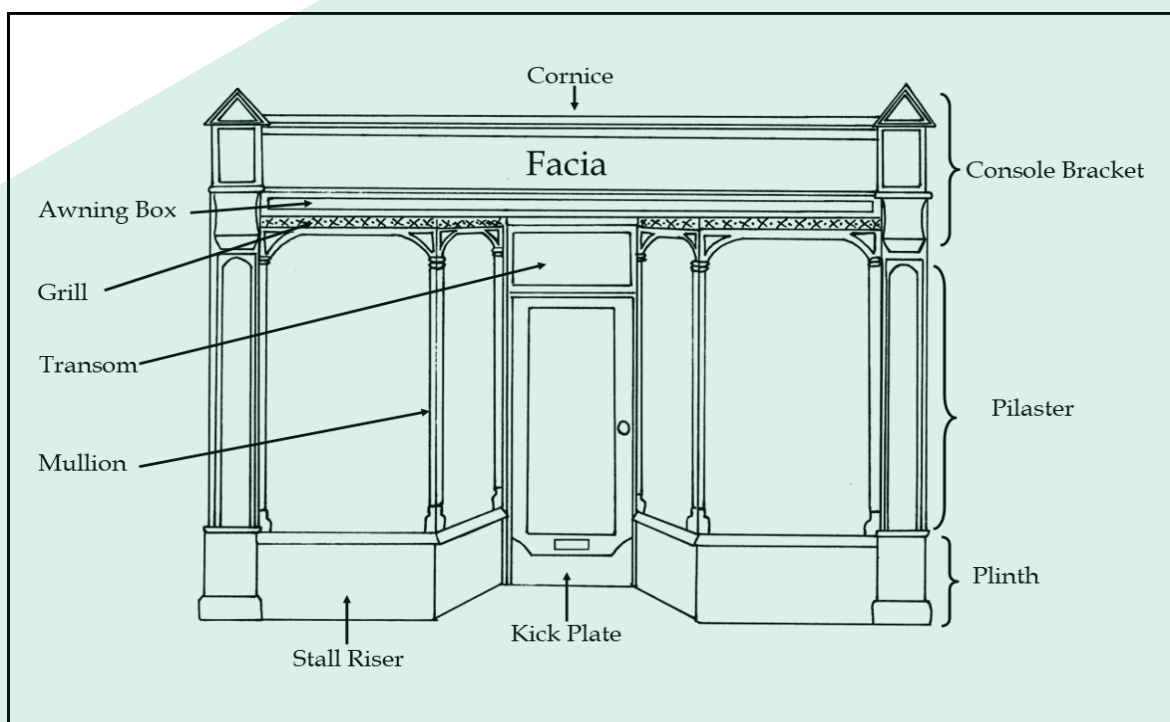
What Makes a Traditional Shopfront?

Despite the many changes which have taken place over the years, traditional shopfronts are still found on buildings throughout South Kesteven's town centres. Some contain a wealth of local detailing, others are simpler and more restrained, but all contribute to the character and appearance of the town centre.

Whilst minor restoration work may be necessary in some cases, shopfronts should be maintained substantially in their present form and carefully repaired as and when necessary.

Traditional shopfronts generally conform to a basic pattern which has proved to be successful over time, both in allowing the shopkeeper to present an attractive display of goods and helping to create a unique 'sense of place'.

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.



Component parts of a traditional Victorian or Edwardian style shopfront

A traditional shopfront can be broken down as into the following elements:

Cornice and Facia

These are the point where the scale and design of the building changes from traditionally domestic and residential upper floor areas to the retail 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 signage.

Pilasters

These are decorative, non-structural, pillars which are found at either side of the shopfront. Together with the cornice and fascia, pilasters provide visual support for the upper part of the building, and act as a frame for the display and entrance, and often act to separate neighbouring shopfronts.

Console Bracket and Plinth

The console bracket is found at the top of the pilaster, and supports and bookends the fascia. These range from plain to highly carved and decorative.

The pilaster will typically sit on a plinth. This may be the same material as the rest of the pilaster and so appear seamless, or it may be that a different material is used such as a stone plinth as the base for a wooden pilaster.

Stallriser

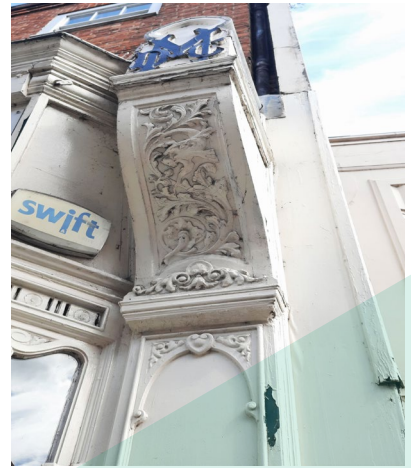
The structure below the shop windows is known as the stallriser. It provides a solid base for the display of goods at a suitable level, and dictates the vertical proportion of the shop windows.

Mullions and Glazing Bars

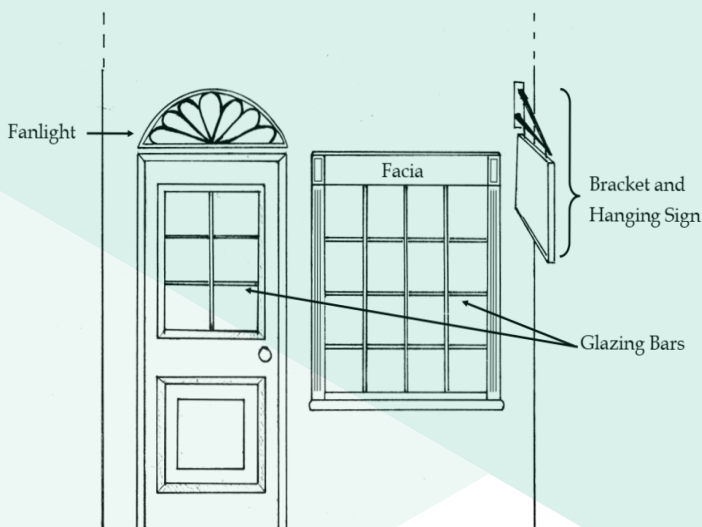
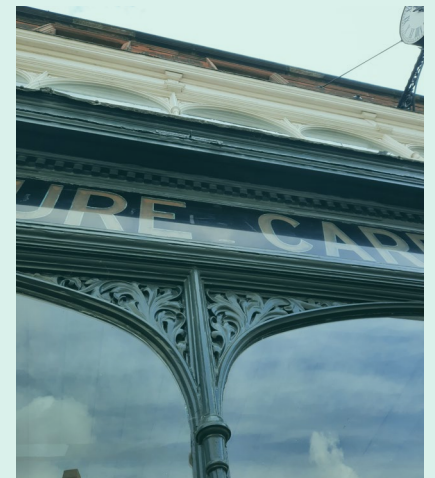
These have two purposes, both functional and decorative. Mullions span the full height of a window, breaking a large expanse of glazing into sections vertically. They are commonly found on shopfronts dating from the Victorian and Edwardian period, when new glass making technologies, as well as repeals on taxes on glass made large windows more affordable.

Glazing bars are typically used to separate one large window into multiple smaller panes both vertically and horizontally. They are typically (although not exclusively) found on Georgian and early Victorian shopfronts, as well as where residential properties have been converted for commercial use.

Glazing bars are typically plain, whereas mullions range from simple, plain features to highly carved and decorative. Both function to secure panes of glass, and to reduce the scale of the display windows, relating them to the smaller windows normally present on the upper floors.



Pilasters, Console brackets, mullions and grills are often areas where decoration was added to traditional shopfronts.



Component parts of a Georgian style shopfront

Glazed doors and Fanlights

Traditional shopfronts will generally have a glazed timber door, which may also feature decorative panelling or carved details.

Often there will be a fanlight or transom window above the door, to make up the height of the shopfront and to allow additional light into the shop, as well as being a decorative feature.

Decorative tiled/mosaic thresholds

Historically retailers did not miss an opportunity to make their shop attractive to customers and would often include elaborate and decorative tiled designs in the threshold. Often these would feature the name and branding of the retailer. Where these historic features exist they should be retained.

Awning boxes

Depending on the design style awning boxes may be found either above or below the fascia. These are designed to hold the awnings and awning mechanisms when not in use. In some properties, these will be false awning boxes, included for decorative purposes only.

Traditional shopfronts may also feature:

decorative door furniture, decorative ventilation grills above windows (often referred to as daisy grills) and in stallrisers, removable shutters or grills. In some rare examples original signage may be retained behind newer fascia boards. Where this is present it should be retained.

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 using traditional materials and techniques, retaining as much historic material as possible and ensure that any alterations to the rest of the shopfront reflect their scale and character.

For entirely new shopfronts however, simply copying this traditional form does not in itself make a 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.

A few properties have been adapted for retail 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.



Historic shopfront thresholds may feature which reveal their original use. Where these are present they should be retained.



Victorian and Edwardian doors may feature intricate carved details.



This business in Stamford is based in a converted chapel, here a new shopfront or prefabricated fascia would be inappropriate, but clever use of window decoration and a simple hanging sign proves effective.

Design Guidance

General Principles

Key to successful shopfront design is recognising 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 placement, style and scale of upper floor windows, as well as any design or structural elements which are common throughout the building.

Where features have been hidden or damaged in the past, they should be carefully exposed, restored and respected in the new design.

Even the most carefully designed shopfront will be unsuccessful if unsuitable materials and designs are used on upper floors, such as the replacement of timber sash windows with UPVC double glazed units.

Each shopfront has to be approached individually. A design, colour, signage or lighting scheme which is suitable for one building may be totally out of place on another.

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

Many of South Kesteven'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.

Piecemeal redevelopment across town centres has been a continuing process. Unfortunately, for the most part their design and appearance pays little respect to the form and character of surrounding buildings, 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.



Successful shopfronts should take account of the style of the building as a whole. Different architecture requires a different approach



Above: The deep fascia and boxed in pillasters hid historic detail.

Below: After renovation, historic details have been revealed and reinstated.



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 help emphasise the individual identity of each shop.

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

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 façade.

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.

A shopfront should normally be flush with the remainder of the façade. 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.

Pilasters, facias and stallrisers fulfil different roles and should be seen as separate elements within a shopfront.

Unbroken wall surfaces which merge these features are bland and anonymous in appearance, resulting in a shopfront devoid of character and unrelated to its parent building.

Facias which are boxed, or project excessively are equally unsuitable as they tend to dominate the lower part of the building.



'Piece-meal' redevelopment has resulted in designs which are not always complementary to the historic environment.



Where shopfronts extend across the majority of the building, the use of more substantial pilasters and facias, along with a dark colour act to visually support the upper floors.



Here a more slender shopfront is balanced by the continuous walls from roof to ground level.



This modern building has been made more respectful of its historic environment by breaking up the wide expanse of window with mullions.

Where buildings were constructed as terraces, they often retain a unified appearance from first floor 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 façade, 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 can and should set the pattern for the remaining frontages as and when they are renewed.



Where shopfronts form part of a terrace, they benefit from a coordinated approach to design, with businesses agreeing to elements such as the depth of fascia, style of signage, materials for pilasters and stall risers and a harmonious colour pallet

Designs which feature the painting or rendering of the entire façade should be considered carefully. While this can be highly effective and produce a cohesive design, it may result in a higher maintenance burden for the property, as damage or deterioration of the paintwork or render will have an immediate negative impact on the shopfront as a whole.

As with the approach for shopfronts, where a building is part of a terrace, or has been subdivided at street level, a cohesive approach should be taken to any external decoration of the upper floors, including window frames and casements.



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 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.

Where upper floors are, or have previously been used for residential purposes, care should be taken to avoid cluttering the façade of the building with services such as TV aerials, satellite dishes, and the associated wiring.

As technology develops and many people switch to internet-based services, these are becoming less common, but have not fallen entirely out of use.

Property owners should take care to minimise any impact by placing such services to the rear of the property where possible and remove any redundant items and associated wiring as soon as possible when they are no longer used.



A secondary access to the upper floor provides a good opportunity to explore options for residential use in the upper floors, which can help prevent the deterioration of buildings.



Above: Care should be taken to avoid overcluttering shopfronts where the upper floors are used for residential purposes, as this can distract from the shop itself.

Below: Stylised traditional features included in the design of new shopfronts in Bourne.



Whilst many of the features of a traditional shopfront are likely to be present in the design of an entirely new shopfront, 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.

Design Guidance

Materials

South Kesteven'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 addition it is durable, easy to maintain, and through simple repainting allows for a change in image without detriment to the character of the whole building.

Georgian, Victorian and Edwardian shopfronts were often made from exotic hardwoods such as mahogany and teak but may occasionally have been made from softwoods such as pine.

It is important to note that historically pine was grown more slowly resulting in a tighter grain and a dense, long-lasting timber. Today, to meet the demands of the wider construction industry softwoods such as pine are grown rapidly and are not as resistant to damage or deterioration as those used historically. Therefore, modern pine is not considered to be a suitable material, hardwoods are typically more suitable for use in shopfronts, as they are more durable and hardwearing.

Where stone is used for elements of a shopfront, consideration should be given to what stone has been used historically in the town centres. In South Kesteven limestone is typically used, although there are some examples of sandstone.

More exotic stone such as granite and marble can occasionally be found being used for stallrisers and plinths, particularly on shopfronts built in the late 19th or early 20th centuries (late Victorian and Edwardian), but these are an exception to the general local style.

Where historic stone is present, efforts should be made to match any new stone to the existing materials, as significant changes in colour, texture or grain will have a negative visual impact.



Above: This Victorian shopfront in Stamford is made of beautiful glazed brick and tile.

Below: During restoration works it was revealed this shopfront had stone, timber and cast iron components, with remains of historic gilt signage.



This highly decorative shopfront breaks the mould in Stamford with limestone, timber, brick and terracotta elements.

There can be considerable variation in the materials used for stallrisers.

Timber stallrisers with raised and filled panels are common, however stone, brick, tiled, and rendered stall risers can be found in all of South Kesteven's town centres.

Brick stallrisers may be constructed from plain bricks, in which case it is recommended that the colour, size and bond of the bricks reflects those used elsewhere in the building, including the upper floors and any brickwork surrounding the shopfront.

The use of glazed bricks was common in Victorian and Edwardian shopfronts.

Where historic glazed brick or tile stall risers exist, these should be retained and not painted or covered over unless there is significant damage.

The colour of the glazed brick should be a consideration when choosing a suitable colour for the rest of the shopfront.



There is considerable variation in the materials used for stall risers, with stone, brick (either plain, glazed or rendered) and timber used across the district's towns.



Most town centre shops across the district form part of buildings which were built before 1919. These 'traditional' buildings are generally of solid wall construction. This method of construction relied on the use of breathable materials to allow moisture to escape from the fabric of the building to preventing damp and water damage.

Cement or concrete should not be used for renders or pointing on traditional, solid wall buildings, as these materials are not breathable and can trap moisture in the fabric of the building resulting in damp. It can also result in significant, and at times catastrophic damage to brickwork, masonry, and any timbers which are imbedded in or rest on the walls – potentially including floor and ceiling joists, and lintels.

For the same reason modern gypsum plaster should be avoided internally, particularly on external walls or in rooms which regularly have high moisture levels such as kitchens and bathrooms, or any areas which are known to suffer from damp. Instead, lime renders, mortars and plasters are always recommended for solid walled buildings as these materials allow the fabric of the building to breathe.

The use of lime wash, or other highly breathable paints for decorative treatments for lime renders and masonry is recommended. Modern masonry paints are rarely suitable as they are not breathable and will reduce or remove the ability of the lime mortar to release moisture.

Alternative modern materials may 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.

Design Guidance

Colour

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.

If the property is listed, a change in colour or finish (for example, a change from a matt to a gloss finish) will require listed building consent.

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

Stained or treated timber is not a particularly suitable finish for traditional shopfronts. For new builds, 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.

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. 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.

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.



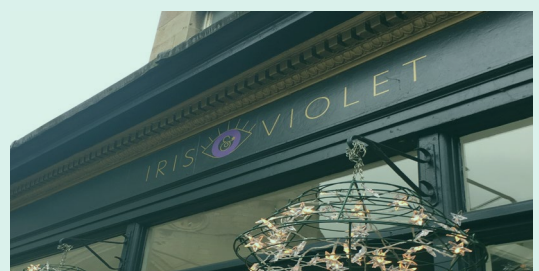
Rich, dark colours are the best option for traditional shopfronts which cover the full width of a building, particularly on listed buildings or in conservation areas.



Light, pale or neutral colours suit shopfronts with lighter, more slender designs



Above and below: carefully chosen secondary colours can provide interest to a shopfront and highlight architectural details



If a shopfront extends over two floors, it may be appropriate for a white or light/ neutral colour to be used on the upper floor, particularly where the shopfront extends across the full width of the building. This can both highlight the detail of the upper floor and maintain the proportion of the building by preventing the shopfront appearing to overpower the structure as a whole. It can also better reflect the domestic scale of the upper floors of surrounding properties.

It should not be assumed that every colour which is available in a 'heritage' paint range is suitable for use on a traditional shopfront. While they often contain some suitable colours and are a good starting point for inspiration, these paint ranges are typically designed for domestic interior use, providing a flat matt finish associated with traditional paints, however, many contain colours which are too bright/ garish or otherwise unsuitable for use on traditional shopfronts.

The surroundings of the shop should also be a consideration in choosing a colour, as some areas will be more sensitive than others.

It should not be assumed that if a colour is used on a shopfront somewhere else in the town it will automatically be acceptable for use everywhere.

For example, Grantham High Street has a considerable proportion of modern infill buildings where more vibrant colours may at times be acceptable, however these colours would likely not be suitable for a property on Vine Street which has a more sensitive historic character.

Likewise, a colour which is considered appropriate for a shopfront on a Victorian building may not be suitable for use on a Tudor building, even within the same street, as the historic character, architecture and style of the building as a whole should be considered.

New shopfronts within conservation areas should avoid bright or garish colours which may detract from the appearance of surrounding traditional properties, and negatively impact the conservation area.

It is advised that before businesses commit to a new or altered colour scheme for their shopfront that they seek advice from SKDC's Conservation and Planning team.



Shopfronts across two floors may benefit from using a lighter colour on the upper floor to maintain the proportions of the building



Context is important: this green/grey appears weighty enough against the light stone of the building, but could look too pale against a darker stone or brick



This blue is suitable for use in the context of this 20th Century shopfront in an alley, but would be completely inappropriate on the medieval building below (both in Stamford).



Design Guidance

Windows and Doors

Traditional shopfronts generally feature part glazed timber doors. Where historic doors have been retained, these often have additional decorative features such as panelling or moulding, carved details, or attractive period door furniture e.g. kick plates, letter boxes and handles.

Where possible original doors and door furniture should be repaired and retained, however if it is necessary to replace an original door, consideration should be given to the replication of original features, or the reuse of door furniture.

Accessibility is a key issue for retail and business premises, and in particular compliance with the Equality Act (2010) and the Disability Discrimination Act (1995). These Acts impact businesses both as employers and as providers of services.

Under this legislation businesses are required to make 'reasonable adjustments' to ensure that people with disabilities are not put at 'substantial disadvantage' in accessing spaces, services or goods, in comparison to a person without disabilities.

It is a common misconception that listed and heritage buildings are exempt from the Equality Act and the Disability Discrimination Act, this is not the case, although a building's special characteristics may impact what is considered a 'reasonable adjustment' under the legislation.

While neither act overrides preexisting legislation on alterations to Listed Buildings, Government guidance recommends that where possible measures be taken to balance the need to facilitate access to services with preserving the special characteristics of listed or heritage buildings.

Accessibility should therefore be given due consideration when designing or restoring a shopfront.

For example, while features such as automatic sliding doors would not be considered suitable for a historic building, carefully designed inclusion of power assisted opening features could be acceptable.



Victorian and Edwardian shop doors are typically part glazed with panelling or carving as above.

Below. The internal door on this Georgian property is curved and sits under an elegant fanlight.



Where a shopfront includes a secondary door (for example, as separate access to upper floor accommodation) this should also be timber, and of an appropriate style for the age of the building. To achieve a cohesive look, the door should be painted the same colour as the shopfront. The use of UPVC doors or similar is unlikely to be acceptable.

Individual display windows with a horizontal emphasis should normally be avoided. The careful use of mullions or glazing bars to subdivide 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 the district'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.

Windows are naturally considered as a fundamental element of a shopfront design, however, display windows are not the only glazing which impacts the appearance of a shopfront.

Where glazed fanlights and pelmets are featured, they are important elements in the design of a shopfront and should not be obliterated by painting out or boarding over the glass panels. As well as obscuring an attractive detail, the appearance of the shopfront is disrupted 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.



Above: Matching the colour of the access door to the upper floor with the shopfront makes for a cohesive look



This late Victorian shopfront features both highly decorated curved mullions, and retains its original Art Nouveau style door handle.



Fanlights and Pelmets are important elements of design, whether they are ornate Georgian fanlights (right), more simple designs (top right), or art deco features (above)



Upper floor windows should also be considered as part of the design and maintenance of a shopfront.

Well maintained upper floor windows will complement and enhance the impact of a good quality shopfront, but conversely poor maintenance, or the use of inappropriate materials for repair or replacement can significantly detract from the appearance and minimise the impact of investment in the shopfront.

Window frames, casements and sills should form part of the routine maintenance of the property, including painting where necessary. Regular maintenance of traditional timber or metal windows can considerably extend their lifespan and reduce the need for costly repair and replacement.

Replacement of traditional timber sash or casement windows, or metal framed windows, with UPVC double glazing is undesirable and can considerably detract from the appearance and heritage value of the building.

Care should be taken when replacing historic glass with modern glazing. The different manufacturing processes can result in a significant change in the reflective properties of the glass, which can have a substantial impact on the appearance of a building. Where possible any historic glass should be retained.

Where upper floors are vacant or used as storage for the retail unit, taking simple steps such as removing any old, damaged or discoloured blinds, curtains or nets from windows can significantly improve the appearance of the property and complement a newly installed or refurbished shopfront.



Treatment of the upper floor windows should be considered along with the shopfront design, as their appearance can either add to the shopfront (as above) or detract from it.

It is even more crucial when the upperfloors are a distinctive and iconic element of the building's design (below).



Historic glazing comes in many forms. Some shopfronts like this one (left), feature beautiful cut glass which has obvious heritage value, however even plain historic glazing should be retained where possible.

Differences in technology with glass manufacture can make modern glass have very different reflective properties which can alter the appearance of a building.

Design Guidance

Security

The need to provide adequate security for shops is widely recognised.

A number of security solutions are 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 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.

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 cause damage. External shuttering will only be acceptable when it forms an integral part of a new shopfront design and is never acceptable on listed buildings.

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.

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.



Retractable shutters installed internally and hidden behind the fascia provide necessary security, but are invisible when the shop is open, and do not obscure the shopfront when deployed.



Above: A removable metal grill provides necessary security, while being an attractive feature of the shop.

left: Traditional wooden security shutters are a rare feature of a shopfront

Removable security 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.

Burglar alarm boxes are a common feature of shop security and are normally required to be located in prominent yet inaccessible positions. An attractive façade can easily be marred 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.

Wherever possible, wiring from security devices should be taken inside a building rather than along the façade. 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.

If an alarm box becomes redundant both it, and associated wiring, should be carefully removed.

Centre: External roller shutter hid this attractive shopfront, created a bland appearance, and contributed to damage to the decorative consoles of this 1890's shopfront.

Bottom: After restoration the beauty of the shopfront was revealed and security was maintained through the use bespoke metal railings and gates which follow the curves of the glass.



Removable grilles allow customers to see shop displays even when the business is closed. Permanent fixing points are discrete and do not detract from the shopfront.



Design Guidance

Signage, Advertising and Lighting

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.

Principal Signage

On traditional frontages, lettering should be sign-written onto the fascia in a single style. It should be easily readable and adjusted in size 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 advertisement is being considered.

While signwriting is the 'gold standard' of shop signage, the use of prefabricated signage is increasing.

Where prefabricated individual letters of symbols are proposed for a traditional shopfront, these should be low profile and mounted as flush as possible to the fascia to prevent a 3-dimensional appearance which would make the advertisement over-prominent.

The signage should fit within the fascia, and not overlap any moulding or other decorative detail, and the font choice should be easily readable.

Signage should be limited to one or two colours. Metallic colours are acceptable, but high gloss or reflective finishes are not suitable and should be avoided.

As with traditional sign written advertising, the information should be kept to a minimum and overcrowding of the fascia should be avoided.

Where a shopfront has an existing fascia within its design, signage should be applied directly to the fascia, and it should not be built out onto an additional box or boarding as this will make the signage overly prominent and alter the proportions and profile of the shopfront.



Above: Examples of good primary signage using both signwritten and affixed lettering.

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.

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.

Prefabricated fascia panels, whether of timber, Perspex or some other material, are unlikely to be acceptable on such buildings.

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.

Hanging and Projecting Signs

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, an attractive addition to a building and to the local street scene.

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.

Lighting schemes for hanging signs should try to ensure that the light source is as inconspicuous as possible. Concealed 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.



High gloss finishes on lettering detracts from the historic environment and should be avoided (above)

With an appropriate finish, individual lettering can be a good option for shops with no fascia (below.)



Simple hanging signs are an effective alternative for buildings with no fascia. To avoid visual clutter these should be limited to one per property.

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 historic market towns, such as those in South Kesteven, and are unsuitable for use on or adjacent to traditional shopfronts.

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.

The overall design of a building should be the major influence in the position of a projecting sign on its façade. There should be clear separation between the projecting sign and the fascia, and the sign should not damage or obscure important features of an attractive shopfront.

Generally speaking, not more than one projecting sign should be displayed on a building.

However, 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.

Historic signage and advertising

Occasionally traditional shopfronts may retain original signage associated with an earlier use. Where such signage is present it adds to the historic character of the town and supports the understanding of the building's history.

These can take a variety of forms which may include historic signage on facias, signage or advertisements painted or attached to walls, advertisements which are an integral part of the fabric of the building, stained glass or engraved windows, and threshold mosaics.

Where historic signage or advertising is present it should be retained wherever possible.



Rigid projecting signs are suitable in modern developments, but are less suitable in the historic environment.

Traditional hanging signs (below) are preferred, and give opportunities for interesting shapes and decorative features.



Historic signs take a wide variety of forms including enamel signage, and signage which is part of the fabric of the building, or the faded remains of painted signs (left)

Temporary Advertisements and Window Vinyls

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.

The use of brightly coloured window vinyls to entirely cover windows is not appropriate on a traditional shopfront, as they significantly detract from the quality and heritage value of the property and negatively impact the wider streetscape.

Vinyls should not visually distort or disrupt the proportions or obscure attractive details of the shopfront.

Where a shopfront does not have a fascia, the use of vinyls applied to windows to provide signage can be an acceptable alternative. Signage should be appropriately designed and positioned to suit the scale of the window, and not be so prominent that it obscures or overwhelms the view of goods displayed inside the shop.

Vinyls can also be appropriate when a new business moves into a premises that features historic signage that must be retained. The use of window vinyls allow the new business to advertise without removing the character of the property or area.

Where a business requires a degree of privacy in their operation, frosted vinyl coverings may be appropriate, as these can obscure the view into the property while not overwhelming the shopfront.

As well as this guidance, and any planning or listed building consent which may be required, signage and advertising may require specific advertising consent.

Further information on advertising consent can be found here: [‘Outdoor advertisements and signs: a guide for advertisers’](#)



Before: Brightly coloured full window vinyl overwhelmed this charming shopfront and were inappropriate in a conservation area. After: Following redesign the detail of the delicate shopfront is revealed.



Three good examples of vinyl use.

Top: Thematic vinyls add to the window display of this shop

Middle: Frosted vinyl signage gives an opportunity for advertising without over dominating the building

Bottom: Sensitively designed vinyls display branding on this

Lighting

External illumination will always be the preferred choice for advertisements, and the only acceptable option for traditional shopfronts.

Illuminated signage is unlikely to be considered suitable, and this includes illuminated signage as part of shop window displays, such as illuminated barber poles, neon, or other illuminated signs.

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.

The use of LED strip lighting is a cost effective and discrete alternative which can often be integrated into both facias and projecting signs without the need for sizable bulb housing.

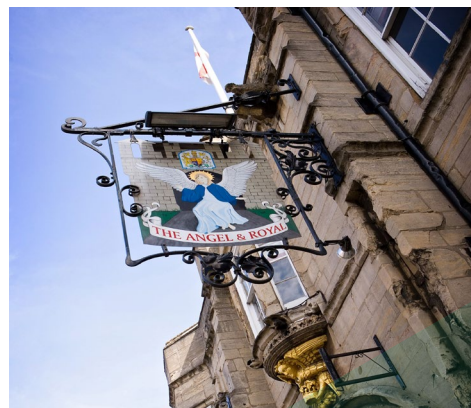
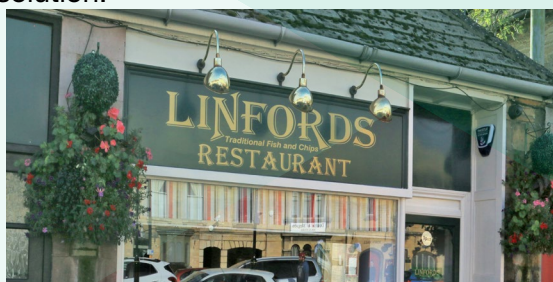
LED lighting offers a wide range of colours for lighting, however any illumination should be a single colour, white or warm white is recommended as the use of other colours would be unlikely to be acceptable on a traditional shopfront, or in a conservation area.

Where LED or similar illumination is proposed, it should be static. Flashing, moving, or colour changing lighting is not acceptable.

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.

Large lamps with ornate brackets tend to draw attention to themselves rather than the advertisement and should be avoided.

Adding external lighting to a listed building will always require consent. It is recommended that business owners discuss the addition of any lighting with SKDC's Planning and Conservation teams before committing to a lighting solution.



Above: Lighting can be effectively built in to the design of hanging sign brackets.



Above: Here bulbs are discretely located below the cornice.



Above: This pub features floodlights at roof level, strip lighting built into the hanging sign, and attached under the principle signage, and carriage style lights near the door - all without overwhelming the building.

On smaller properties with traditional shopfronts this volume of lighting would likely be inappropriate

Left: Small lamps can be a good solution to illuminating signage, particularly for businesses which can expect night time trade, however care should be taken not to overclutter the facade, and lighting should be kept as minimal as possible

Design Guidance

Canopies and Blinds

The need to protect goods from damage by sunlight should always be taken into account when a new shopfront is being considered. If a blind or awning 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.

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.

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

Retailers may also wish to consider the use of transparent UV and solar protective films which can be applied directly to windows. These films are commonly used in historic houses and libraries to protect the collections from light damage, and are a non-invasive, removable and cost-effective solution, which would not typically require consent. Such films can also have insulating properties and assist with improving thermal efficiency of glazing.

It is important to note that coloured, mirrored or reflective films would not be considered suitable for use.



Traditional awnings are the best option for use on shopfronts in historic settings. Below: Clever use of the edging of a traditional awning gives the appearance of a narrow fascia for this shopfront when closed



Below: Some historic shopfronts may retain awning/ blind boxes and mechanisms which should be retained and reused where possible

Post War and Modern Shopfronts

The majority of historic shopfronts in South Kesteven date from the mid-19th – early 20th centuries, which follow a largely consistent pattern of general design, and used similar materials. This began to change following the first world war, when the influence of art deco design and changes in building methods began to introduce new styles and materials including concrete, steel, aluminium, granite and vitrolite (a form of decorative glass) became popular. Metal framed casement windows became more common for upper floors.

The shopfronts ranged from minimalistic to highly ornate, and often feature decorative details on windows, ventilation grills and door furniture. Art deco buildings are quite rare in South Kesteven, and where they are present, they are of historic value.

Between the 1940s – 1980s, there was considerable redevelopment in South Kesteven's town centres, particularly in Grantham and Bourne.

These developments rarely considered the historic environment in their design and today are often considered to be less attractive and of lower quality and can be visually jarring against traditional shopfronts.

There was a preference for large, long windows with no glazing bars or mullions which gave buildings a squat, horizontal aspect. Decorative features, such as pilasters and console brackets were omitted from designs and stall risers were minimised with display windows often reaching to floor level. Where present, facias are often considerably wider and deeper than in traditional shopfronts, built out using boxes and extending across the full frontage of the building with little to no space between the facias of neighbouring properties.

Shopfronts were often metal framed which makes them more difficult to maintain and repair than traditional timber framed shopfronts.

Where these shopfronts remain today, often the best approach is a complete redesign and installation of a new shopfront.

Where the modern shopfront has been added to a historic building, it is often possible to design a new shopfront which reinstates the traditional features which would once have been found there. These are most successful when the design is influenced by archival research into the original shopfront design.

Where this is not possible, minimising the size of the fascia and signage can be an effective way of making the shopfront appear to be more in keeping with the historic streetscape.

Bright colours for facias and signage should be avoided, as should any signage with a 3-dimensional appearance.



Much of the post WWII development of town centres did not consider the historic environment, and used materials such as steel and aluminium which were quicker and less expensive to construct but which are harder to maintain in the long term than traditional timber shopfronts.

Below: Modern developments adjacent to the historic environment often offer a consistency of approach which sits well in the environment, aided by design elements such as consistently sized facias



Is Permission Required

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.

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.

Many of South Kesteven's 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 or changing either the colour or finish of the shopfront), 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.

In Stamford additional measures, known as an Article 4 Directive, are in place which removes some permitted development rights for unlisted buildings. More detail is provided later in this document, under 'Special Consideration – Stamford'.

If you are unsure if your property is listed, you can consult Historic England's 'Search the list' function on their website ([Search the List - Find listed buildings, monuments, battlefields and more | Historic England](#)).

It is important to note that properties can be listed as part of a group, so if it is suspected that a property is listed but a search for the address does not return a result, check neighbouring properties to determine if they are included in a group. The map search function can be particularly useful for this.

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.

If in any doubt about the planning consents required, seek advice from the Planning Department before undertaking any work.

Where either an entirely new shopfront, or considerable alteration to an existing shopfront is proposed building control regulations will also apply.

How to Apply for Consents

Planning applications can be made online through the SKDC website ([Planning \(Development Management\) | South Kesteven District Council](#)) which also provides further information on when planning consent may be needed, and the various types of consent which may apply.

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 relies 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.

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 façade 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.

Advertising Consent

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.

Projecting Signs

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.

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.

A pre-application advice service is available to support the development of planning and listed building consent applications. Fees apply to this service and full details can be found through the following link: [Pre-application advice and Guidance.](#)

Special Considerations - Stamford

Stamford is a town of particularly high heritage value, it boasts over 600 listed buildings, and was designated as the country's first Conservation Area in 1967.

Almost all the retail premises within the town centre are located within the conservation area and are subject to heightened levels of planning control.

The historic character of the town is predominantly Georgian, although many of the fine stone facades front older properties originally dating back to the medieval era.

Where purpose-built shopfronts are present in the town centre, many are of late Victorian or Edwardian design, however several Georgian/ early Victorian style shopfronts remain.

Due to the exceptional retention of historic buildings within the town centre, and the importance of the town's historic environment to the local economy, particular sensitivity is given to decisions around colour, signage, illumination or other decorative additions to shopfronts such as foliage.

The use of bright or garish colours is unsuitable as either a primary or secondary colour for shopfronts and should also be avoided within signage and advertisements.

Where bright colours form part of company branding, careful consideration should be given to whether it is appropriate for this branding to be displayed across the shopfront, or if alternate signage can be used, and the branding be displayed elsewhere within the shop.

The use of prefabricated fascia panels, or the addition of such panels where a fascia does not already exist is unlikely to be approved.

Illuminated signage is unlikely to be considered suitable, and this includes illuminated signage as part of shop window displays, such as illuminated barber poles, neon or other illuminated signs.

External illumination, either incorporated into projecting signage, or as small, discrete lights attached to the façade may be acceptable, however this will require consent which will be determined on a case-by-case basis and will consider the nature of the building and its particular context within the town centre.



It should not be assumed that lighting which is present on a building elsewhere in the town will automatically be approved on any other property.

The predominant building material in Stamford is limestone, and shopfronts are typically of timber, with either timber or stone stall risers. The use of brick or tile stall risers is rare, and this should be considered when traditional shopfronts are reinstated.

As of December 2018, additional planning controls, known as an Article 4 Directive, have been in place. This removes certain permitted development rights for works on unlisted residential and commercial properties within the town's conservation area.

This does not prevent works from going ahead entirely but means that planning consent must be granted before any works can take place, or enforcement and penalties may apply.

The full list of permitted development rights suspended by the Article 4 Directive can be found on SKDC's website here: [Article 4 Direction – Stamford Conservation Area | South Kesteven District Council](#).

Although all of the provisions of the Article 4 Direction apply to unlisted buildings in the conservation area, the following restrictions will be of particular relevance to those designing shopfronts

- Enlargement, improvement or other alteration (including alterations to windows, doors, stone and brickwork.
- Installation, alteration or replacement of a satellite antenna on a building
- The replacement of cast iron guttering with plastic, or the addition of new guttering and down pipes
- The painting of the exterior of a building
- The installation, alteration or replacement of solar panels or solar thermal equipment.

The Article 4 Directive does not apply to listed buildings, as such work is not considered permitted development and would require Listed Building Consent.

It is recommended that before making any alteration to a shopfront in Stamford that advice is sought from the Planning and Conservation teams.



Special Considerations - Grantham

Grantham's street layout retains much of its medieval form, but the buildings themselves largely reflect the town's industrial development which was linked to both the Grantham Canal and more latterly the introduction of the Railway.

Retained traditional shopfronts are typically late Victorian or Edwardian, and considerable alterations were made to Grantham's streetscape during this time, with the loss of many older buildings.

This alteration of the street scape continued following the second world war, with considerable redevelopment from the 1950s – 1980s. Many of these infill properties were built without consideration for the wider historic street scape and would benefit from sensitive redesign.

Streets including High Street, St Peter's Hill and Wharf Road have experienced a higher degree of modern redevelopment and infill, and a wider range of design styles are seen in these areas, however, the general principles as outlined in this guide, should still be applied.

Within the conservation area illuminated signage is unlikely to be considered suitable, and this includes illuminated signage as part of shop window displays

Areas where there has been less of this infill are considered to be more sensitive to change, and traditional style shopfronts are the most appropriate in these areas. This includes Westgate, Market Place, Vine Street, and areas around St Wulfram's Church and areas of Watergate.

Buildings are typically of brick, although a few prominent stone or timber framed buildings are retained. Particular sensitivity should be taken in the design of shopfronts or signage in these areas.

Between 2015 – 2024 various shopfront regeneration grant schemes operated within Grantham town centre which were funded by SKDC and Historic England.

This programme resulted in the repair or reinstatement of over 30 properties which provide a template for successful design within the town.



Special Considerations - Market Deeping

The retail centre of Market Deeping has two distinct character areas.

The historic town, centred on the marketplace, and along the B1525 is predominantly stone built and Georgian in character.

There is a mixture of traditional shopfronts and converted domestic properties with no formal shop front.

Where no purpose-built fascia exists on a property, the addition of a new stand-alone prefabricated fascia or boxed signage is unlikely to be appropriate.

Alternative signage options including wall mounted individual lettering, projecting signs and sensitive window design featuring sign painting or discrete vinyl signage is preferred.

This contrasts with the modern retail development centered primarily around the Precincts, which has a notably different design style. Here there are a mix of shopfronts which have been designed along a traditional style, as well as entirely modern designs. All have purpose-built facias which should be used as the primary advertising space.

As Market Deeping town centre is compact, inappropriate design can have a disproportionately negative impact on the appearance of the town.

Advertising signage should be given special consideration to ensure that it does not over dominate not only the property to which it is affixed, but the street as a whole.

The general guidance on illuminated signage should be followed, however it should be noted that in some areas of the town, in particular, shopfronts located along the B1525 towards Deeping St James, illuminated signage is unlikely to be considered suitable, and this includes illuminated signage within shopfront displays.

Where illumination is being considered as part of a shopfront design on a historic property or within a conservation area, business owners should consult with the SKDC Conservation Officers before undertaking installation works.



Special Considerations - Bourne

Bourne's town centre has been significantly disrupted by the routing of major roads through what was historically the Market Place, and as a result the core of the town can seem disconnected, and it is easy for the wider context of the town's street scene to be forgotten when designing an individual shopfront.

Through considered shopfront design it is possible to create a sense of cohesion across the retail spaces in the town, bolstering the sense of place and redirecting the attention of residents and visitors from the impact of the highway to the shops.

For the most part Bourne's shopfronts follow a traditional pattern, and the general guidance given in this document should apply.

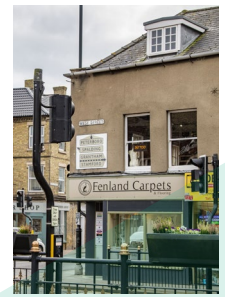
Within the conservation area, illuminated signage is unlikely to be considered suitable, and this includes illuminated signage as part of shop window displays.

Due to the extent of the highway through the town, pavements are narrow and the use of A-boards to provide additional advertising space should be avoided, and where additional signage is required permanent projecting signs should be considered.

Alongside the historic core of the town's retail which radiates out from the former market place cross-roads and extends along North Street, South Street, West street and Abbey Road, are several areas of new build retail which have been incorporated or infilled into the historic streets. Attempts have been made to incorporate elements of traditional shopfront design into the modern shops.

The Angel Precinct contains good examples of incorporating traditional design style into new shop units. While these shops are clearly modern, their design is in keeping with the historic surroundings and they provide a good template for future designs. A different approach was taken in the Burghley Centre, but again here are good examples of how new design can fit within an existing historic environment as the precinct honours the scale of the traditional shopfronts.

Across the town there are several examples of historic signage which add both character and insight into the history of the town. Where these are present, they should be retained.



A Note on Maintenance

Across South Kesteven's towns there are traditional shopfronts which have been in place for over 150 years. With appropriate materials, design and maintenance new shopfronts could last as long and in time become part of the district's heritage.

Design and installation of a new shopfront, or restoration or refurbishment of an existing one can be a significant investment, therefore considering maintenance needs during the design process, and implementing a regular maintenance schedule is crucial for maximizing the benefits of investment.

Simple regular maintenance measures to prolong the life and appearance of a shopfront include:

- Removing vegetation
- Clearing gutters, hopper heads and any debris from drains
- Touching up areas of worn paint, and periodically repainting timber shopfronts and window frames (painting like-for-like colour and finish would not normally require planning consent)
- Replacing broken, blocked or leaking downpipes (note this may require planning consent)
- Periodic repointing of brickwork as needed.

Often like for like maintenance work and small repairs to listed buildings do not require listed building consent; however, medium to large scale repairs do require consent.

For example the like for like replacement of one or two slipped or broken roof tiles would not require consent, but replacing a significant proportion of the roof would.

If you are unsure as to whether repair works will require consent, it is recommended that you contact SKDC's planning department for advice before beginning any works.

Further Information

In addition to the information provided in this guide a number of additional resources are available online which may be of use when planning a new shopfront design or shopfront renovation.

Historic England have a wide range of guidance documents available for free on their website (historicengland.org.uk) which are regularly updated to reflect the latest research and legislation.

The following may be of particular interest:

[Search the List - Find listed buildings, monuments, battlefields and more](#)

[Listed Building Consent](#)

[Introduction to heritage assets - shopping-parades](#)

[Traditional Windows: their care, repair and upgrading](#)

[Adapting Historic Buildings for Energy and Carbon Efficiency](#)

[Easy Access to Historic Buildings | Historic England](#)

Understanding the historic character of the town is an important consideration in the approach to shopfront design.

Lincolnshire County Council recently completed Extensive Urban Surveys of Grantham, Bourne, Stamford and Market Deeping, which provide information on the how the towns have developed through time and identifies and defines historic character areas for each.

The survey reports can be accessed free of charge through the following link:

[LEUS Towns and Reports - Lincolnshire Heritage Explorer](#)

Note: These links are provided for information only. SKDC does not take any responsibility for the content of third-party websites.