



TIBSHELF NEIGHBOURHOOD PLAN

Shop Front Design Guide



The front cover shows a well designed operating shop front and a badly maintained out of use shop front.



The Tibshelf Neighbourhood Plan is funded by grant aid from **Awards for All** and **Locality**.

The Tibshelf Neighbourhood Plan is facilitated by Tibshelf Parish Council.
 Planning Consultants: Andrew Towlerton Associates.
 The Neighbourhood Plan Steering Group is made up of representatives from the community and parish councillors.

All maps in this document are ©Crown Copyright Ordnance Survey Licence 0100060394.
 All information correct at time of publication (May 2019).

Further information about the Plan is available at tibshelfneighbourhoodplan.org

Introduction

Well-designed shop frontages are an important feature of a successful shopping centre. They add to the shopping experience and help create an attractive, distinctive and inviting shopping environment.

In recent years there has been a gradual decline in the quality of the shop frontages. While there are some good examples, including traditional shop fronts, there are also some of unsympathetic and poor quality design. These different designs, surface treatments and dead frontage are detracting from their character and appearance. They make it uninviting and give an air of decline and neglect. Uplifting shop frontages will improve the image given to visitors to the village centre.

The Neighbourhood Plan encourages high standards of design and the use of appropriate and sympathetic materials in both new shop fronts and renovation of existing ones. This specific and tailored shop front design guide for retail and other uses in the village centre has been produced for those wishing to install, replace or modify a shop front.

If the existing shop front is to be replaced or altered, the key principle is that it should maintain, and as far as possible, enhance the character of the street scene. It should consider the period and style of the building above and of buildings in the immediate vicinity. Particular attention should be given to retaining and reinstating traditional shop frontages and associated features, security grilles, lighting and retention of any heritage features, such as nameplates, decorative stonework etc. If the building is to be converted into non-shopping use, there is the potential to explore a more innovative and attractive approach that incorporates shop front principles.

A further concern is the spread of solid external roller shutters. In recent years, several shopkeepers have installed them principally as a means of crime prevention.

Solid external roller shutters usually take the form of a solid blind of galvanised metal. Not only are these unattractive, but they can also have a deadening effect on the village centre in the daytime when they are down resulting in **dead and unattractive frontage**. The Plan recognises the importance of security for commercial premises (mainly shops, but also some business premises). This needs to be balanced, however, with ensuring that these security measures do not detract from the attractiveness of the village centre and the wider area. There are more open and attractive yet still very secure shutter options available on the market.

Policy S2 seeks to promote good quality design of shops fronts in Tibshelf village centre.

POLICY S2 Design of Shop Fronts in Tibshelf Village Centre

Development proposals to alter or replace existing shop fronts will be supported, where it:

- 1 is visually attractive;
- 2 respects the character of the building of which it forms part and the overall High Street;
- 3 relates well to their context in terms of design, scale, material and colour; and
- 4 conforms to the general principles and objectives as outlined in the Supporting Evidence document **TNP06 Shop Front Design Guide** or any subsequent replacement document.

Development proposals that remove, replace or adversely affect shop fronts by poor or unsympathetic design, including roller shutters will not be supported.

Vacant (long term) or in the process of conversion



- Empty shop and blanked out signs do not look good



- Long term neglect results in a run down look to the area especially if no maintenance is carried out



- An effort has been made to make the front more attractive while work is on going
- Better than white-washed glazing or doing nothing at all

Conversion of a Shop Front



- No reference to the existing architecture
- Doorway & window placement and design all wrong
- Because of bad execution, looks very scruffy and untidy and on a high street location should not be acceptable



- No change to frontage - looks untidy & deserted
- Glazing simply blanked out

Conversion to a Dwelling



- Reference to existing architectural detail
- Window proportions may be wrong and the brick colour could have been better but a great effort to make the front fit in

- Consideration of existing architecture
- Brick match is out and window proportion could be better but still a good scheme



Good example of a conversion:

- Reference to existing architectural detail
- Matching windows and good finish
- Doesn't look like it's been a shop

Good Shop Front Design Examples



Tibshelf has a more traditional style of architecture and although modern shop fronts can fit in if well designed, the more traditional frontage works best with the street scene.

- Good graphics and colour selection
- Good window display should be encouraged
- Maintenance of finish - no peeling/dirty paintwork etc



- A more traditional front with high detailing on the windows



- A street with good shop front design looks more inviting

Use of Shutters



- Installation of solid shutters detracts from the attractiveness and enjoyment of the street scene
- On a frontage that has architectural interest they look out of place
- Shops that have solid shutters down during the day because they open at night (takeaways etc) make the shopping centre lifeless and those that close at night also make it very unattractive



- Shutters that are more open in construction are much better looking and still provide security





Tibshelf Co Op

SHOP FRONT DESIGN GUIDE
TIBSHELF NEIGHBOURHOOD PLAN 2020