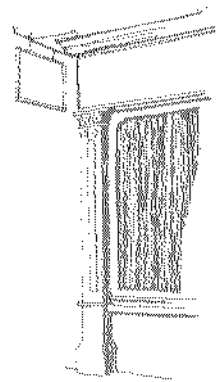


Today advertisement clutter on buildings is a common problem. This often detracts from the character of the building or group of buildings. Generally a maximum of one fascia sign and one projecting hanging sign for each shop would be acceptable. The projecting sign is better placed at fascia level providing this does not affect corbel detailing and that this level is at least 2.5m above ground level.



Projecting hanging signs at first floor level can also be acceptable depending on the nature of the street scene as a whole.

Internally illuminated signs are not acceptable as they are unsympathetic in a historic setting. External illumination by discrete spotlight, especially for fascia signs, can be acceptable but attention should be paid to minimising the impact of the fittings. Illumination of signs above fascia level may not be acceptable at all especially where the upper floors are in residential occupation.

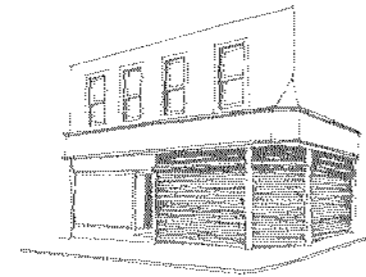
The content of signage should be as simple as possible and be confined to the name and nature of the business only.

#### Security

Security measures should be incorporated into the shopfront at the design stage, even if security is not an immediate issue. Traditional shopfronts are well-placed to provide increased security. Timber stallrisers can be reinforced to prevent ram raiding and window mullions can give additional strength as well as reduce the size of the glass panes.

External solid roller shutter blinds are not acceptable as they create a dead frontage when

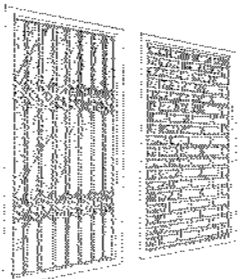
closed detrimental to visual amenity and character. An exception can be made where original or traditional timber shutters survive in which case they should be regularly painted and



preferably sign written to add interest when in use and help deter graffiti.

External open grilles which can be of roller type

requiring box housing or demountable without box housing can be acceptable as they maintain visibility of goods within the shop window so avoiding dead frontage after opening hours.



These should preferably have a vertical rather than "brick bond" pattern, should be in sections which echo the window and door arrangement they cover and should not conceal pilasters or stall risers when closed. Any box housing must be concealed behind the fascia or incorporated flush beneath it. The grilles should be colour finished to match the shopfront or bronze anodised.

Internal open grilles set inside the shop window are another usually acceptable solution.

If an alarm is considered necessary the best position is usually on a corner of the fascia painted to match the shopfront.

If blinds are installed these require box housing which requires discrete treatment as for grilles. Only traditional blinds in canvas would be acceptable. Shiny plastic materials are unsympathetic.

#### Disabled Access

Wherever possible thresholds to shop doors should be flush with the footway. On steep hills this is not always possible but on most inclines the incorporation of the traditional door recess allows a flush threshold to be achieved. The floor treatment to the threshold area should have some non slip treatment.

#### The Need for Planning Consent

Planning consent is required for installation of new shopfronts and Conservation Area consent for removal of a shopfront as this involves part demolition of a building.

Listed building consent is required for most internal and external works on a Listed Building including advertisements.

Advertisement consent is required for certain fascia and projecting signs and other advertising depending on height, sign size and letter size. Illuminated shop signs always require consent.

Building Regulation approval is required for structural works and means of escape.

Any drawings submitted with an application should include elevations, sections (including the door threshold) at 1:50 scale and large scale details (1:20) to show mouldings.

Before making any applications for consent it is normally helpful to discuss a proposal with a planning officer before formal submission.

It is not possible to detail every planning requirement in this leaflet. All applicants are advised to seek professional advice as soon as possible when considering any form of development.

# Shopfront Design Guide for Conservation Areas



## in Berwick-upon-Tweed Borough

BERWICK-UPON-TWEED BOROUGH COUNCIL

1998



## Development of Shopfronts

It was not until the end of the 17th Century that the idea of a shop window was introduced and it was not until the 18th Century that they developed along classical lines into a form more recognisable today.

Late 18th Century and early 19th Century shopfronts were contained in a surround based on Greek temple architecture with pilasters supporting a cornice, fascia and architrave. This arrangement still forms the basis for traditional shopfront design today. The main shopfront elements are illustrated below.

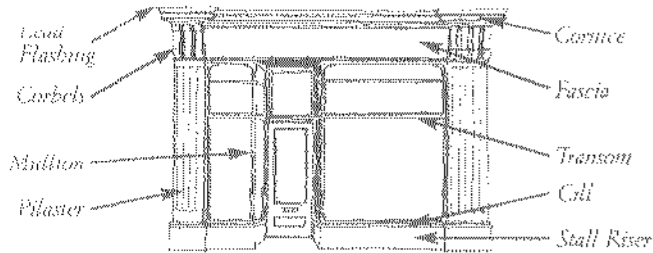


Plate glass was introduced in the 1820's which led to larger windows in shopfronts. At the same time detailing, whilst adhering to the principles of classical architecture, became bolder and more ornate.

## Existing Local Examples

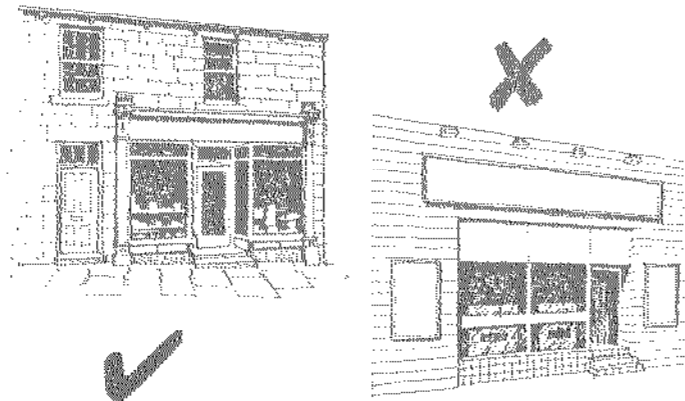
Berwick-upon-Tweed, Bamburgh and Belford have the best, mostly 19th Century, examples of good shopfronts in Conservation Areas in the Borough. A smaller number of good examples can be found in the Borough's Conservation Areas of Chatton, Spittal, Tweedmouth and Norham and in some of the proposed Conservation Areas such as Wooler or Seahouses. Many retain the traditional elements even if altered in certain detailing. Some are not necessarily contemporary with the building

of which they form a part (e.g. Victorian shopfronts within Georgian buildings) but they do respect plot width, form, detailing and fenestration of the upper floors in particular. Such shopfronts should be retained and certain principles and details of these should be examined when considering replacement of out of character shopfronts.

In Berwick-upon-Tweed the principal shopping streets are Marygate, Church Street, Hide Hill, Bridge Street, West Street and Castlegate. The prime street Marygate, has suffered most from poor modern shopfront installation, and provides several examples of shopfront design to be avoided.

It should be noted, however, that good contemporary shopfronts can be acceptable within Conservation Areas as well as traditional shopfronts, particularly if there is no documentary evidence of the detail of any earlier shopfront on the site. Good contemporary design should follow the same principles as for traditional design in terms of form and relationship with upper floors particularly.

Examples of good and bad shopfront design found within the Borough are illustrated below.



## SHOPFRONT ELEMENTS AND THEIR MATERIALS

### Windows, Doors and Fascia

Use of timber from a sustainable source (see Green building guide) for window framing and doors and fascia is strongly preferred. Pilasters, stallrisers, corbelling and cornice can also be in timber but this is not essential. Timber should be protected by good quality paint (Heritage colour range preferred). Aluminium and plastic are not normally acceptable. Bronze rather than silver anodised aluminium can sometimes be acceptable for window framing in less sensitive areas.

Windows should be subdivided vertically to maintain a traditional vertical emphasis within the building as a whole, with suitably moulded mullions

Doors should be half glazed rather than fully glazed or at least have a substantial panel at the base of the door. Door panel mouldings should match the stallriser (if also in timber) and the window frame details. Fanlights above doors can add interest and may incorporate glazing bars which follow the overall design of the shopfront.

### Stallrisers and Pilasters

Use of stone, brick, render or panelled timber can be appropriate depending on the finish of the building in question. Modern tiles or laminates are not normally acceptable. Certain floor tiles in recessed door entrances could be acceptable. Both encaustic and geometric tiles are available today in traditional Victorian colours.

Pilasters should project slightly from the wall to each side of a shopfront and should have decorative capital at the top and either a base or a plinth at the bottom or be founded on the stallriser.

Stallrisers may vary in height between around 300mm to just over 1m.

Paint colours should generally be muted; a Heritage range of colours is available - these tend to be most sympathetic within Conservation Areas. Varnish or scumble are acceptable alternative finishes to paint and have been used traditionally.

### Signage

18th Century and early 19th Century fascias were usually sign written with the proprietor, name and trade. Applied lettering developed later. Lettering was normally around half the height of the fascia. Occasionally sign writing was found on stallrisers or fanlights or lettering was incorporated into the recessed entrance floor.

Signs above fascia level were rare other than discrete projecting hanging signs. Such signs were normally painted on timber and mounted on metal brackets.

The use of reflective materials and loud colours were not found traditionally and should be avoided.