

SHOPFRONTS



SUPPLEMENTARY PLANNING GUIDANCE
November 2020



**BOROUGH OF
BROXBOURNE**
www.broxbourne.gov.uk

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Overview

Applicants considering alterations to a property in the Borough of Broxbourne should have regard to this Supplementary Planning Guidance (SPG) before submitting their applications for their property.

The SPG supplements the policies in the Borough's [Local Plan](#) and sits within the framework established by the National Design Guide, which can be accessed online [here](#).

This is one of a series of design guides to assist applicants considering alterations to a property in the Borough of Broxbourne. This guide advises on:

- Design, replacement and alterations for shopfronts, including signs, advertisements, fascias and security shutters.
- Additional requirements for shops located in listed buildings and in conservation areas.
- Whether or not planning permission may be required.

Making a Planning Application

Where planning application is required these should include:

- 4 copies of the application form, an ownership certificated duly filled, along with drawings to explain the proposals clearly.
- Plans, elevations and sections should be at a scale of 1:50, highlighting specific architectural detail at a scale of 1:20. These should demonstrate that the shopfront provides easy access to all people including ones with mobility impairment as set out in Building Regulations Part M.
- Scaled drawings should be submitted showing all existing architectural detailing

Purpose

These guidelines have been prepared by Broxbourne Council to improve the appearance of shopping parades in the Borough, and to reinforce the history and character of the buildings.

Shopfront design encompasses a wide variety of styles and details but certain basic rules apply everywhere. To be successful new shopfronts need not necessarily be imitations of traditional designs. But the Council will normally only give sympathetic consideration to alter, extend or provide new shopfronts if they comply with the design considerations contained in this booklet.

The Guide is not intended to constrain good, modern designs. Well thought-out, imaginative solutions will always be welcomed and applicants are encouraged to discuss designs with the [Council's Development Management Officers](#).

for the shopfront, plus relevant details of the buildings on either side of the shopfront.

- Details should include shopfront features as well as fixing of security grills, location of burglar alarms or any electricals that may significantly affect the appearance of the shopfront as viewed from the street. These details are compulsory for listed buildings.
- At least one sectional drawing of the shopfront should show its profile and relationship to the upper part of the building.

Local Plan 2018-2033

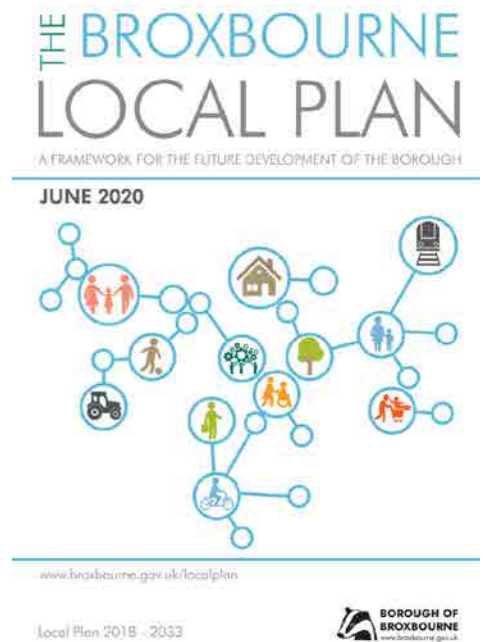
(adopted June 2020)

Chapter 20 Design and Sustainable Construction

Policy DSC6 : Designing out Crime states that “*on shop fronts and commercial premises, the use of architectural solutions combined with the use of open grill shutters is strongly preferred.*”

Policy DSC8 - Shop Fronts and Fascias sets out the key design criteria for new and altered Shop Fronts and Fascias.

Policy DSC9 - Advertisements and Signs states the standards expected for new and replacement signs.



- In the case of new signage, the details and type of lettering and illumination should be provided along with samples if these are non-typical types.

Owners/occupiers should consider seeking design advice from the Council's [Development Management Team](#) before making an application as every application will be considered on its own merits.

Do I need Consent ?



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Planning Permission

Any changes to shopfronts which will **significantly affect the appearance** may need planning permission. These could include:

- **modifying the entrance door to a different design or material, relocating it or changing its size**
- **installing an awning /canopy or security shutters/grilles**
- **modifying the shop window area including the fascia panel**
- **changing facing materials**
- **making changes to the alignment of the frontage**

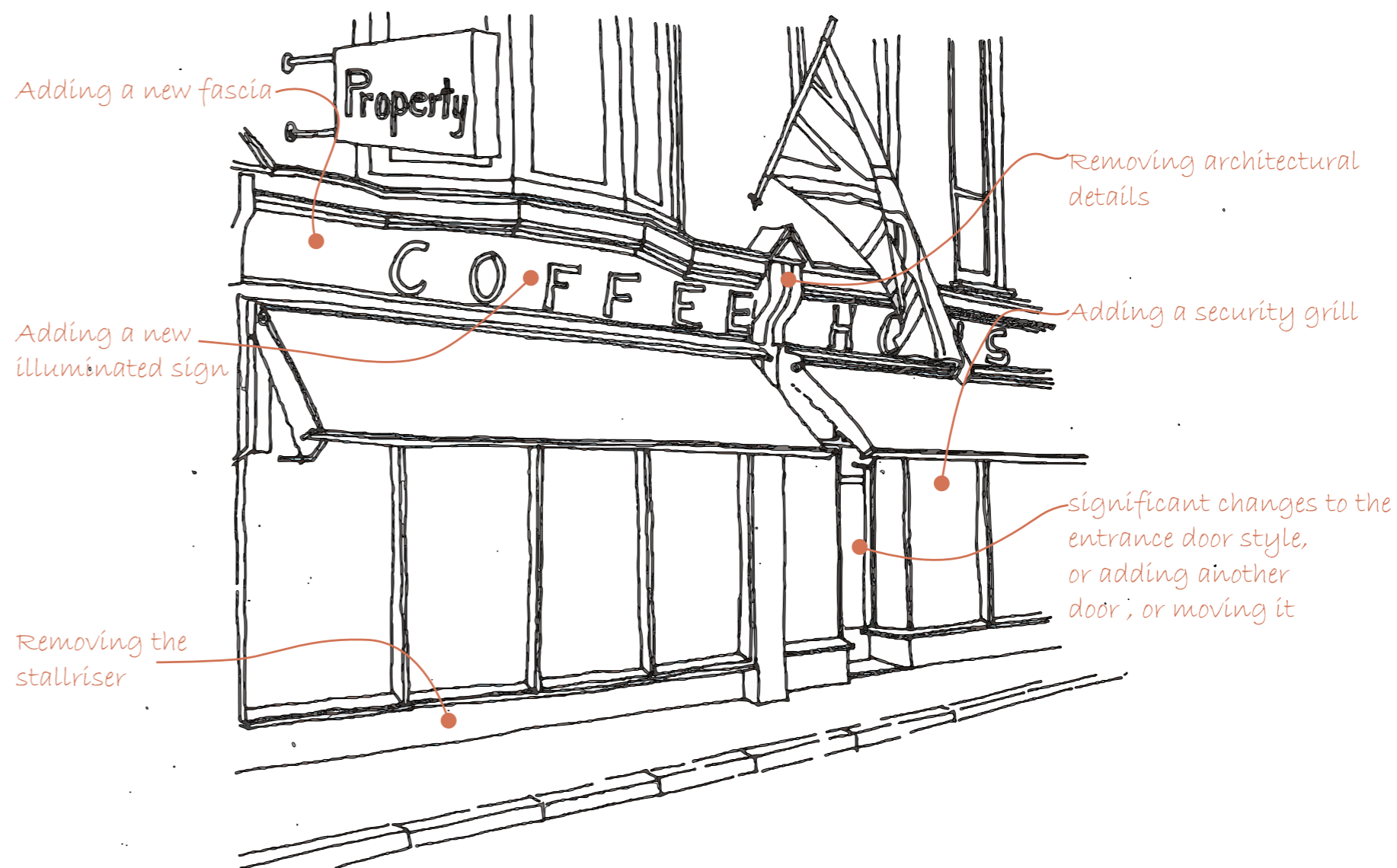
Note that enforcement action may be taken against unauthorised shopfronts installed without planning permission.

Additional Consents that may be required

More than one type of permission or consent may be required depending on whether the alterations fall into any of the following categories. It is advised that applicants should discuss the proposed works with the [Council's Development Management Team](#) to check if any of these apply.

- **Conservation area Consent**
Conservation Area Consent will be needed to remove or demolish a shopfront in a conservation area.
- **Listed Building Consent**
Any changes to the appearance of the shopfront in listed buildings will usually require Listed Building Consent. This applies not only to the shopfront, but also to internal alterations, repainting (if colour is substantially different) and installation of fascias, signs, blinds, lights, shutters and burglar alarm cases. You can find out if your building is listed on <https://historicengland.org.uk/listing/the-list/>.

Works that may need consent if these significantly change the appearance of the shopfront.



- **Advertisement Consent**
Advertisements, shop signs, fascia signs, illuminated signs, projecting signs, signs on awnings, flagpoles, etc. may require a separate advertisement consent depending on its size, projection, location etc. Also, painting a shopfront in a corporate brand style will need Advertisement Consent. Applicants are

advised to look up details of criteria for what is "deemed consented" on the government's guidance provided [here](#). Also further advice may be sought from the [Council's Development Management Team](#).

- **Highway Consent**
Where a shop canopy or awning is expected to overhang the public footpath, applicants will need to obtain a license from the Hertfordshire County Council, as the local authority responsible for highways.

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Common types of shopfronts



Shopfronts in the Borough of Broxbourne can be categorised as either Modern or Historical. This shopfront design guide applies to both categories.

Modern

Many shops in the newer extensions of towns and villages in the Borough have a modern design and have plain shopfronts. These may be set on the building facade or under a cantilevered canopy or colonnaded facades. The shopfronts may not be inked by a fascia, but are separated by pilasters and are subservient to the main structure of the building.

Historical

Many of the shops in the Borough's historic town and village centres are Individually designed. While these include most features illustrated in the next section, the detailing of each feature is designed to complement the building facade.

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Defining the features of shopfronts



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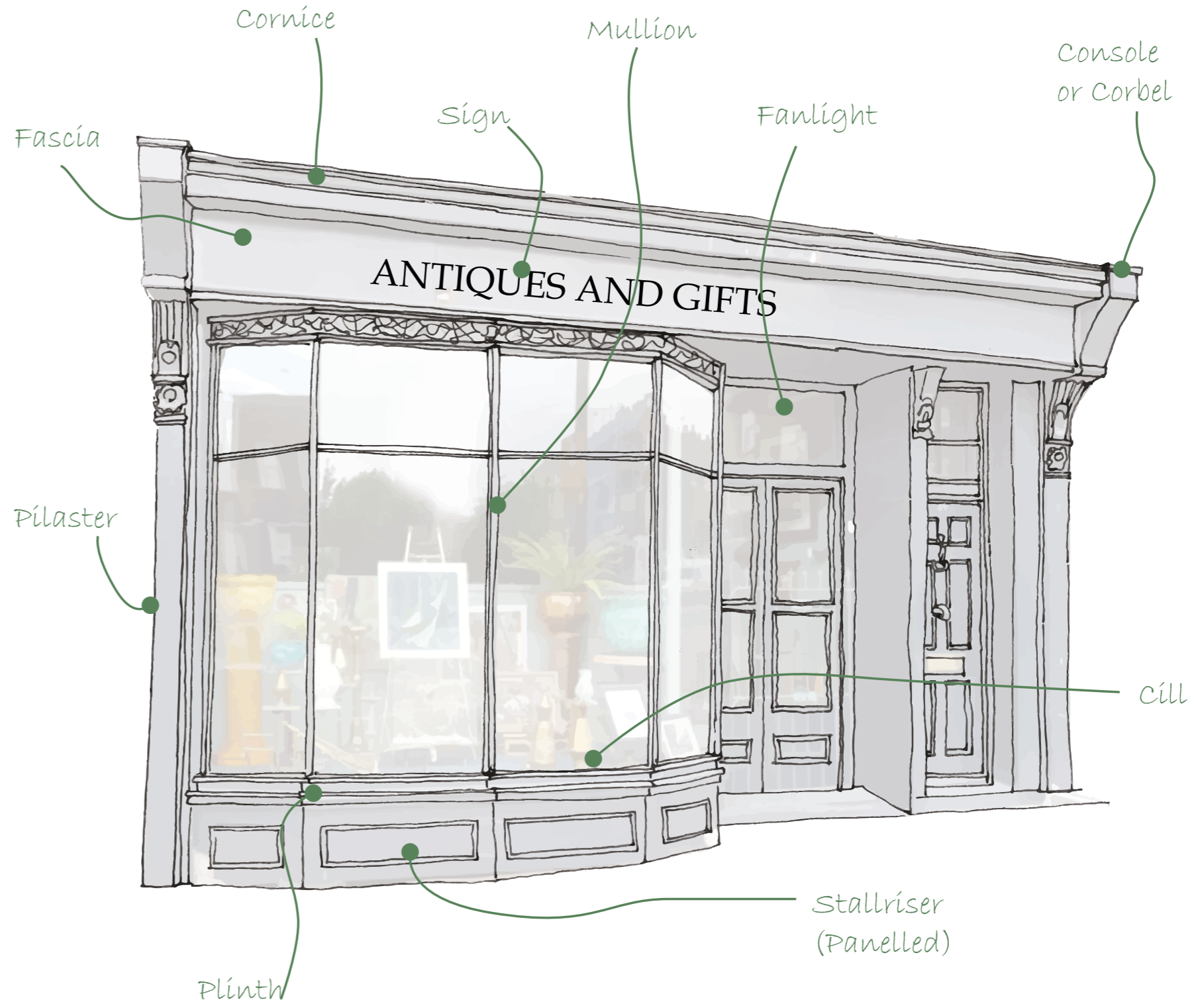
[Guidance-Canopies and Awnings](#)

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Features of a shopfront

This image shows the general features of a historic shopfront. The Council strongly recommends preserving all of these features if they are present. Any unnecessary destruction of historic and irreplaceable decorative detailing on shopfronts will be resisted by the Council.

Modern shopfronts may have more recent or simpler interpretations of some of these features.



Works to a Shopfront - order of preference



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Works to a Shop front - order of preference

Alterations should be undertaken with care for the original details of the building, and in the following order of preference.

1. De-clutter

This should be the first step towards improving the appearance of the shopfront, as it typically would not need planning or building controls approvals. Signage should be minimised and window displays should be simplified. All wiring should be concealed, and appliances such as burglar alarms should be sensitively located.

2. Repair

Where the original architectural details of a shopfront are in a reasonable condition, it is highly recommended to 'repair' rather than replace the elements of the shop front.

3. Replace the shopfront elements on a like-for-like basis

If the current shopfront is of historic interest or shares a style with other shops in the parade, but it has to be replaced due to poor condition, the Council will prefer a like-for-like replacement. This means using the same materials, styling and proportions as well as re-using any historic features. Where evidence of the original shopfront detail exists, for example on other shops in a terrace or a group of shops or other buildings of similar design, it is expected that the original design is recreated.

However, if the existing shopfront has a diminishing impact on the character of the surrounding area, is inappropriate to its immediate context or is damaged beyond repair, then a new shopfront may be considered.

4. Restore

Where the existing shopfront is of poorer quality and is clearly not appropriate to the building it sits in, the Council will encourage the restoration of the shopfront in a style that is more appropriate to the design and character of its setting. In the case of a shop within a historic setting, it may be useful to look at historic photographs of the area to recreate the shopfront styles.

5. Build new shopfront

For shops in a modern setting or building, a new, modern shopfront may be most appropriate. The design should adhere to the Key Design Considerations as set out in the following pages.

Design Advice -Key Design Considerations



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Key Design Considerations

To attract shoppers to the shopping parades in the Borough, it is essential to preserve a lively, interesting street scene. This is achieved by protecting the collective and individual qualities of shopfronts, while equally recognising modern retail needs. These two demands are not incompatible. By the use of sensitive design and careful attention to detail, a shop can promote its image through its unique quality.

1. Keep it simple and uncluttered

- Minimise signage and simplify window displays.
- Conceal unsightly wiring and avoid making the burglar alarms too prominent.
- Avoid placing large or multiple posters on the shopfront glass.
- Place adverts and posters only where necessary, for example, signs and adverts should not be placed on first floor walls if these are housing above shops.

Decluttering a shopfront

Too many projecting signs covering architectural details

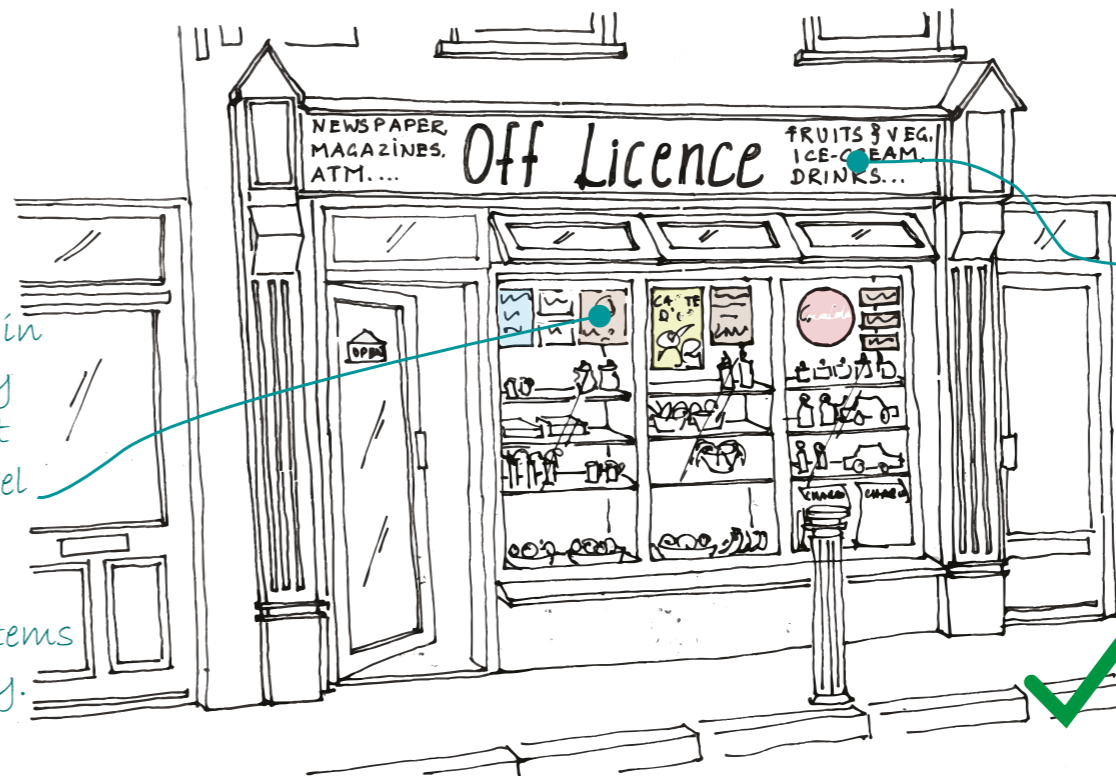


Exposed wiring giving a very untidy look

Repetitive and untidily arranged posters

Too many items on display outside shop along with several free standing signs using up footway space

Posters arranged in an orderly fashion at higher level to retain visibility below of items on display.



Wiring concealed into new fascia

Projecting signs and free standing signs removed. Information provided on fascia board instead.

Space outside shop tidied up

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2. Consider the streetscene and context

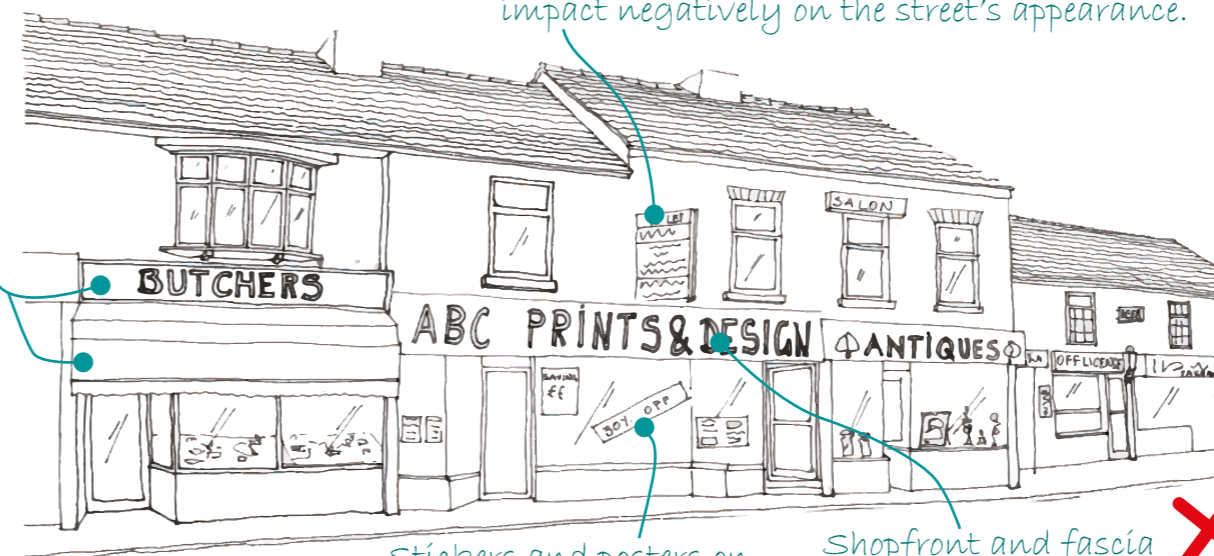
The effect of the design on the streetscene should be carefully considered. Shopping streets where shops have harmony in their proportions, materials and details are attractive and pleasing to the eye.

- When installing a shopfront, consider enhancing any consistent pattern to the shopfronts on the street or rhythm of the buildings e.g. pilasters or columns in the buildings should be enhanced if these are a pattern on the building's facade.
- Individual shopfronts should not seek attention or dominate the streetscene unnecessarily.

Responding appropriately to streetscene

Oversized fascia and awning are out of scale with the building and draw too much attention.

Higher level signs arranged irregularly and hiding original building features. These do not respect the features of the building's facade and hence will impact negatively on the street's appearance.



Stickers and posters on window create an untidy appearance

Shopfront and fascia cut across two buildings without reflecting the change between them.

Correct proportions of shopfront fascias sit well in the building facade. Also having them well aligned gives a coherent appearance to the parade.

Pilasters and consoles in the facade are better exposed and the fascias sit within these, which appears in better harmony with the facade design.



Signage at higher level designed sensitively in size, location and detail.

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3. Consider the design of the building

A shopfront should not be designed in isolation but considered as part of the overall architectural design of the building. The impact of the shopfront on the building and the adjoining shopfronts must be considered.

- The design should complement the period and style of the building onto which it is fitted. The structural form and architectural integrity of the building facade should be maintained.
- Shopfront elements should emphasise the division of the building and visually suggest a method of support for the facade above. For example leaving the pilasters or structural divisions between the shops intact will help retain the design integrity of the building and create a shopfront that sits in harmony with the building's facade.



With the shopwindows sitting within the framework of the building's design, this shopfront offers a positive presence to the streetscene.



The shopfront in this illustration does not respond appropriately to the architecture of the building.

Signs are too large, and obstructing some of the architectural detail on the floor above.

Original elements of the shopfront stand as disconnected features.



The restored shopfront as shown in this illustration is more in harmony with the building as it follows the vertical lines from the floors above; the fascia is in better proportion with the architectural features, and the original shopfront features are better integrated in the restored design.

Example of a well restored shopfront

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4. Attention to detail

This is an important element of good shopfront design. Original details and carefully selected colours may enhance the building and the environment.

- Smaller details such as door handles, letter boxes and other architectural ironmongery should be sensitively incorporated and complement the age and character of the building.
- Traditional architectural detailing should be retained where possible, or should be reinstated if in poor condition. These should be incorporated into new designs wherever possible.



The shopfront on the ground floor has been designed and detailed to complement the streetscape

Letters on wall and smaller sign appear less intrusive.

Colour scheme is in better harmony with building while also giving the shop its unique identity.

Windows and walls follow the window lines above.

Access is compliant with requirements under Disability Discrimination Act. ✓

Very large fascia and sign appears disproportionate in relation to building.

Colour of fascia and sign is too bold and doesn't appear in harmony with brick facade.

Window divisions and walls do not tie up with window lines above.

Access is compliant with requirements under Disability Discrimination Act. ✗

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5. Materials and Colour

- Good quality and appropriate materials and colour should be chosen to complement the rest of the building.
- The use of bold colours is generally not appropriate particularly in historic settings and should only be used with care and to a limited extent.

The detailing of shop windows, harmonious colours and well proportioned signage of the two shops complement the age of the buildings and offer a pleasant presence onto the streetscene.

6. Independent access to upper floor accommodation

- Independent access to upper floors should be integrated into overall shopfront design, tying in with the overall design of the building and in alignment with the lines of windows or other vertical features on floors above.

7. Accessibility

- Accessibility for all must be considered from the outset. New shopfronts should be designed to allow easy and dignified access to people with impaired mobility.



✗ Overly large signage conflicts visually with the building's architectural features

✗ Pilasters covered by the fascia and shopfront elements negatively impacts the architectural character of the building.

✓ Shopfront designed to sit within the architectural framework of pilasters.

✓ Fascia and signage in better proportion with the architectural design of the building

✓ Breaks in glazing with the use of transoms and mullions provide a vertical emphasis and complement the building's facade.

Guidance - New Signs and Advertisements



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Where new or replacement adverts are required these should also be carefully considered in relation to the overall design and appearance of the shop and surrounding building.

Corporate styles, company logos and standard shopfront designs should be modified or adapted to their context and to ensure the integrity of the shopfront, building and streetscene is maintained and enhanced.

The fascia

- In the case of listed buildings, signs should be painted on the fascia as was the case traditionally, ensuring they are coherent and in proportion with the rest of the building. You can find out if your building is listed on <https://historicengland.org.uk/listing/the-list/>.
- Lettering on the fascias should be in proportion with the rest of the features on the building, and especially the fascia. Hand-painted or individually fixed lettering will be encouraged. Samples of lettering, where non-typical types are used, should be supplied with planning applications.
- The material and colouring of the fascia should complement the shopfront and the rest of the building. Avoid acrylic or other shiny materials, especially in historic environments, conservation areas and on or near listed buildings.

Advertisements and Signs

- Individual shop signs should not be overly dominant for the scale of the building and in relation to the surrounding shops.
- Advertisements on upper floors will generally be discouraged, but where necessary these should be minimal size and sensitively integrated into the building's design, particularly the size and rhythm of first floor windows.
- Signs and advertisements should not obscure or be too close to existing first floor windows and architectural features such as stonework, arches or pilasters.
- To avoid clutter, there should be no more than one projecting sign on a standard size shopfront.
- A projecting sign should be in character with the building and should not obstruct or damage the architectural features of the building or shopfront. The projecting sign should be located at fascia level, and should satisfy [Highway Authority](#) at Hertfordshire County Council and its safety requirements.
- The use of internally illuminated box signs is not considered appropriate in Conservation areas, or on listed buildings.
- Interactive screens and digital displays integrated onto shopfronts designs are a great way of providing interest and lighting in the late hours and will be highly encouraged. They will still need to meet the above requirements to ensure that the character of the building or shop is respected.

✓ The corporate style of this coffee shop has been well integrated into the historic shopfront elements on the building.



✓ Interactive Displays on shopfronts



✓ LED Digital Signage on Shopfront

Guidance - Security Systems

Security systems

Security should be considered at the outset, to ensure that it is well integrated into the shopfront design. This will avoid having to install add-on security measures. Security measures should be designed both for effectiveness and impact on the shop and its surroundings in the day and at night.

- It is preferable that shop windows are left visible at night and some low voltage lighting is left on. This will improve the appearance of the streetscape at night, make it more visible and secure, and also allow night time window shopping.
- Solid shutters (or perforated shutters that appear solid) will be resisted, as these create a hostile environment and often attract graffiti. Brick bond or other open type shutters will be encouraged.
- Shutter boxes should generally not project forward of the pilasters, or if this is not achievable their projection should be minimised. Ideally these should be concealed behind the main fascia.

Security Glass with Internal Shutters

- Internal shutters are a visible form of security that do not compromise the external appearance of the shop. However these should be of the open mesh or grille type.
- Laminated and toughened glass are better alternatives to plate glass and are preferred. These give high levels of security while enabling goods to remain on display for outside hours window shopping.



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✓ Shopfront display at nighttime with lights



✗ Solid shutters



✓ Open mesh shutters



✓ Open mesh shutters



✓ Security glass with internal shutters



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Canopies and Awnings

Canopies and awnings add to the identity of shops, and can be a lively addition to the streetscene while providing protection from sun and rain to shoppers. However these should be designed as an integral part of the shopfront.

- Canopies and awnings should be sufficiently high (2.4m from footway level) to allow pedestrians to easily pass beneath them. If a canopy is expected to overhang the public footpath, applicants will need to obtain a license from the Hertfordshire County Council as the [Highway Authority](#).
- A new canopy should be compatible in size and appearance with the character of the building and shopfront. It should not obscure any architectural details. The boxed housing for a canopy should be integrated within the overall shop front and should be flush with the fascia and located within the pilasters.
- The colour and material of the canopy should complement that of the shop, and should withstand weathering. Shiny materials such as plastic or plastic coated fabrics and reflective surfaces detract from the character of the building and will not be permitted.



This is a good example of canopies that have been designed to fit within the framework of the shopfront and have colours that are sympathetic to the building.

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Applicants / shopowners are encouraged to contact the following teams for further advice on works to your shopfronts.

Planning (Development Management Team)

For advice on whether you need to make a planning application or apply for advertising consent.

Development Management
Bishops' College
Churchgate, Cheshunt
Hertfordshire EN8 9XQ
planning@broxbourne.gov.uk
01992 785510 / 01992 785566

Highway Authority

For advice on works affecting or projecting onto the public highway.

Highways
Hertfordshire County Council, County Hall,
Pegs Lane,
Hertford,
Herts, SG13 8DQ
hertsdirect@hertfordshire.gov.uk
0300 123 4047



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