



Shopfront design

Supplementary planning document

Adopted by Canterbury City Council

Prepared by Canterbury City Council,
Planning Policy & Heritage



1. Introduction	5
2. Traditional shopfronts	7
3. Principles of good shopfront design	9
4. Signage and adverts	19
5. Other features	23
6. Security	25
7. Materials	29
8. Consents and permissions	31

This SPD was prepared with the support of the Canterbury Society which generously provided photographs, illustrations and content advice. We would also like to acknowledge the support of Canterbury Connected BID for its involvement and support in publicising and distributing this guidance.



1 Introduction

1.1 This document

This document is intended to help owners, developers and designers achieve high standards in shopfront design and take a sensible and sensitive approach to security, signage and materials.

This guidance focuses primarily on shopfronts located within our city and town centres, but also those that influence the visual appearance and character of our villages.

For the purposes of this guidance, 'shopfront' refers to ground floor built frontages with a fascia and/or display window, including non-retail uses such as banks, building societies, cafés and restaurants. This guidance is concerned with external design and does not apply to works inside buildings.

The Supplementary Planning Document forms part of Canterbury City Council's planning policy framework. It supplements

and supports policies within the adopted Local Plan. It is a material consideration in the determination of planning and advertisement applications.

1.2 Why are shopfronts important?

Shopping is an important economic activity. The appearance of shopping areas and individual shopfronts is often an indication of the vitality and quality of a place. Well designed and historically interesting shopfronts make a street a more attractive place in which to shop.

Shopfronts are becoming increasingly standardised and

Image: 14-16 Harbour Street, Whitstable



utilitarian in appearance, with many outlets opting for 'house styles' and corporate logos, showing little consideration for the proportions and character of the host buildings.

Cumulatively, and in isolation, non-traditional and unsympathetic alterations can have a significant impact upon the visual appearance and functional appeal of our shopping streets.

The Canterbury district is fortunate to have a legacy of high-quality historic shopfronts which enhance the character and appearance of our city, towns and villages. Canterbury City Council is committed to maintaining this quality.

Image: 19-21 Castle Street, Canterbury





2.1 A brief history of shopfronts

Traditional shopfronts evolved from the market stalls set into the ground floor of buildings. Many shops evolved from houses, with retail use on the ground floor and living space above.

Medieval 'shopfronts' had two or more unglazed openings with arched heads and shutters, and a low shelf or stall pegged to the structure. A reconstruction of a medieval shopfront can be seen at Number 44 Burgate, Canterbury (see image left).

Unglazed shopfronts remained an integral part of the structure through the 16th and 17th centuries. Cills (see section 3.3 for an explanation of terminology) became fully developed counters and complete timber framed shopfronts were fitted into buildings with pilasters to support the upper storeys.

Glazed shopfronts appeared in the 18th century, but due to the cost and availability of glass they were constructed with small square panes. shopfronts were still installed into existing buildings, treated as quality joinery attached to the building facade. Bow windows were popular with classical elements such as pilasters, fascias and cornices

incorporated, reflecting the architectural style of the time. The large projecting signs of medieval shopfronts gave way to fascias as this basic design was refined.

From the 19th century, shopfronts were considered as part of the overall building design.

The development of plate glass from the 1850s removed some of the earlier design constraints, and large sheets of glass supported by pilasters, consoles and cornices became common. Victorian designs are characterised by the use of plate glass, along with recessed entrances, low stall risers and decorative features such as tiling, etched glass and gold leaf lettering.

The District has several good examples of Art Nouveau and Art Deco shopfronts, but many post-war designs tended towards plainness and cheapness. Modern standardised 'corporate' designs can undermine the individuality of shopping streets.



Image: (Art Deco) Central Bandstand, Herne Bay



Image: 28 St Margaret's Street, Canterbury

3.1 Retention of shopfronts

Historic shopfronts should be retained and repaired wherever possible. When a historic shop is being converted to an alternative use, good quality shopfronts should be retained.

The replacement of traditional shopfronts with modern utilitarian designs is discouraged. Refurbishment of existing traditional shopfronts, including redecoration and new signage, can provide a new, fresh image.

Original features such as pilasters and fascias can survive hidden under later work. New shopfronts should incorporate them and restore original details.

In other situations the city council will favour the replacement of inappropriate shopfronts with better quality, more sympathetic designs where they would enhance the street or area. Designers should not resort to poorly detailed, pastiche copies of traditional shopfronts.

There is a place for good contemporary design in the right context (such as modern buildings) and accurate restorations based on historic evidence.

3.2 Design principles

Context

The design of the shopfront should take account of the character and appearance of the area in which it is to be located. The district contains a wide variety of buildings and streets. The use of standardised, uniform shopfront designs would therefore be inappropriate.

The building

The shopfront must relate to, and respect, the character, proportions and appearance of the entire building. The shopfront should be viewed as an intrinsic part of the building, not something that is inserted on the ground floor. The shopfront should appear robust and give the impression of structurally supporting the upper floor. Where a retail unit occupies more than one building the identity of each building facade should be reflected in the shopfront design. Fascias should not run through and each building should be treated separately.



BEFORE



Images (above, before and after): 20 Dover Street, Canterbury



BEFORE



AFTER

Images (above, before and after): 16 Sun Street, Canterbury

Shops are in daily use by the public and it is important they are accessible to all.

The common identity of multiple shopfronts should be created through the use of colour, lettering and window display. Conversely, where more than one unit occupies the same building, or a formal terrace, individual shopfronts should maintain a consistent design theme, creating a rhythm at the ground floor.

The shopfront and streetscape

The key to a successful shopfront design is to remember that the shopfront is a part of the building, which is in turn part of the street. Whatever the style of shopfront it will only be successful if it is carried out with a high standard of visual detail, craftsmanship and care.

Images (opposite, before and after):
22-24 Sun Street, Canterbury

Image (below):
11 Burgate, Canterbury.

Access

Shops are in daily use by the public and it is important they are accessible to all. A shop entrance should not present a barrier, and wherever possible the entrance should be at pavement level or be ramped. The use of non-slip materials will be helpful to ensure safety, especially for elderly and disabled people. Automatic doors of adequate width may be required in certain locations. Frameless glass doors are not advisable and can be dangerous for people who are partially sighted. On listed buildings and within sensitive historic areas the requirements for access have to be balanced with the need to preserve the special character or appearance of the building. In such cases, sensitive, quality design solutions can often resolve the issues. Specialist architectural advice is recommended in these cases.



3.3 Shopfront elements

The diagrams below and opposite identify the main elements of the architectural framework of shopfronts, and the terminology used.

Fascia

The space for a shop name or sign, typically 10% of the shopfront height.

Cornice

The decorative or moulded ledge along the top of the fascia, providing weather protection and a visual break to the building.

Pilasters

Frame and define the width of the shopfront, give it vertical strength and provide separation from neighbours. They are often decorative elements in their own right; with, base, fluting, mouldings and reeding.

Consoles

Crown and terminate the pilaster and define the width of the fascia. They are a key feature in creating a vertical rhythm in the street. Consoles can be very elaborately decorated details, others are plain and simple, features such as corbels, capitals and trusses are common.

Stallriser

Originally part of the display table when shopfronts were simply openings in buildings. Visually the stallriser forms a solid base for the building. They vary in height according to the style of shopfront. The stallriser provides security protection to the shop

window as well as raising the window display to a convenient level.

Cill

Above the stallriser providing support for and the junction to the window frame and should normally be of a deep moulded section.

The size of the cill and detail of its section is dependent on the scale and proportion of the other shopfront details.

Glazing/fenestration

The main plane of the shop windows, held in a frame which can vary in thickness and design.

Mullions

Providing vertical structural support to the shop glazing, traditionally timber although later examples can be metal.

Transoms

Providing horizontal structural support to the shop glazing, traditionally timber although later examples can be metal.

Threshold

The entrance to the shop.

Illustration (below): Traditional late Georgian shopfront © Clive Bowley

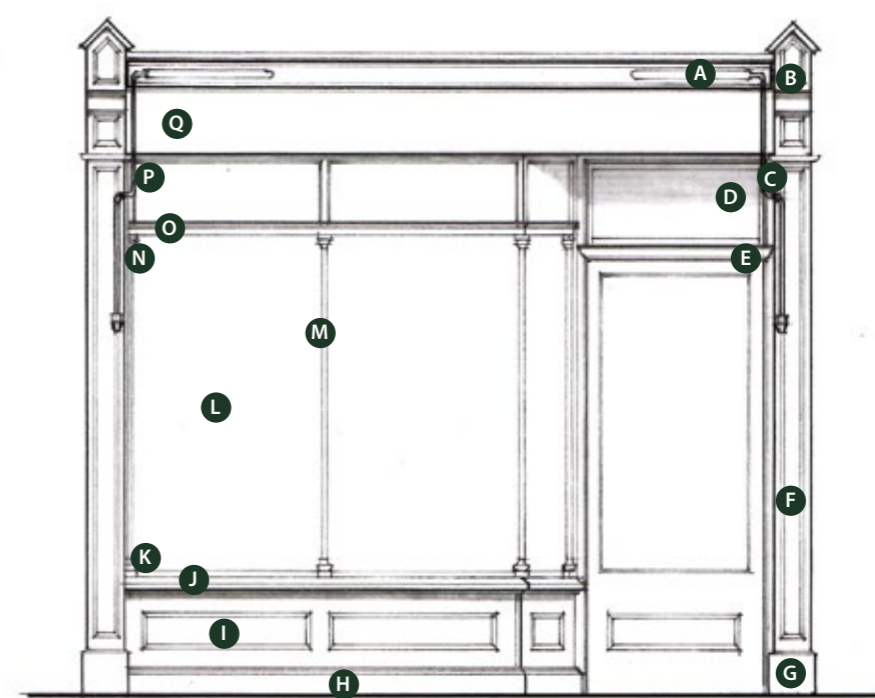
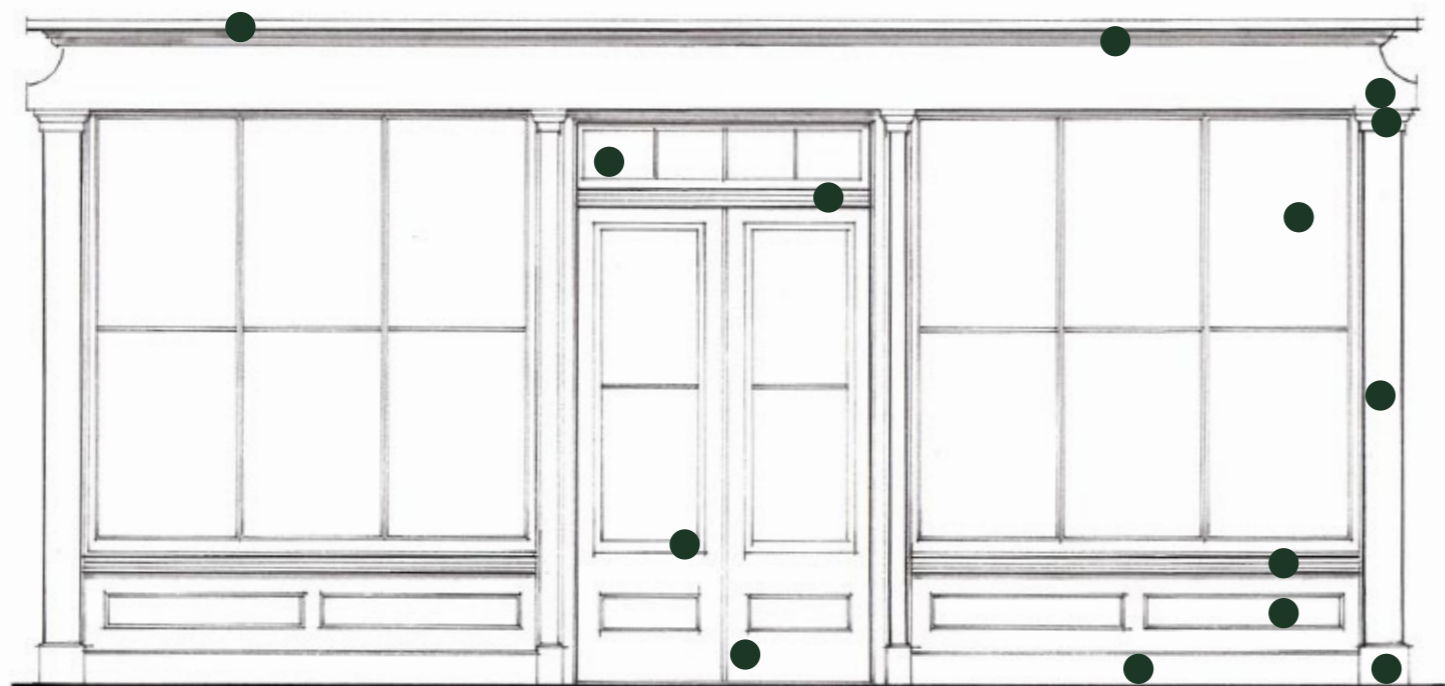
Key:

- A. Lead capping to canopy
- B. Fanlight
- C. Reeded transom
- D. Projecting canopy supported on cornice
- E. Fascia board with scalloped ends
- F. Capital
- G. Window sashes with 2ft panes (1st available from about 1830)
- H. Plain pilaster
- I. Reeded sub cill
- J. Stallriser panel with flush header panels
- K. Plinth block
- L. Skirting
- M. Doors recessed slightly
- N. Door glazing sash recessed to accommodate solid removable shutter panels

Illustration (below): Traditional late Victorian shopfront © Clive Bowley

Key:

- A. Integral roller awning blind
- B. Panelled fascia and truss
- C. Blind stays
- D. Fanlight
- E. Cornice transom
- F. Panelled pilaster
- G. Plinth block
- H. Moulded skirting
- I. Stallriser panel with recessed panels
- J. Moulded cill
- K. Turned base glazing bar
- L. Large pane glazing
- M. "Mopstick" glazing bars
- N. Turned glazing bar capital
- O. Transom
- P. Fanlight
- Q. Inclined fascia board



3.4 Fascias

The fascia was traditionally the board bearing the trade name or other signs between the consoles at the top of the pilasters.

The fascia is part of the shopfront where a distinctive and individual style can be created.

The width of the fascia should be restricted within the pilasters or consoles, or line up with the window frame below if consoles are missing.

- ◆ The depth of the fascia should be restricted to the depth of the console, or not exceed one fifth of the distance between the console and pavement.
- ◆ Fascias on adjacent properties are a guide for alignment, but are not necessarily a standard.

- ◆ Cornices are the terminating element of the fascia, they should be retained or reinstated, and weatherproofed using lead flashing or similar.
- ◆ When a shopfront is replaced, over-deep fascias should be reduced.
- ◆ The fascia should always be below the level of the first floor window cills and should never extend uninterrupted across a number of distinct buildings.
- ◆ Factory made box fascias made from plastic or metal which project from the existing fascia and which are normally internally illuminated, are considered to be too large, bulky and obtrusive for most styles of buildings in conservation areas.

See section 5.2 for guidance on signage and lettering on fascia boards.

3.5 Pilasters and consoles

Pilasters provide support for the shop and upper floors, contribute to the vertical emphasis of the building and define the width of the shopfront. Pilasters project slightly from the wall and have a base, shaft and console (or capital).

- ◆ Pilasters should project beyond the plane of the shopfront and upper floors.
- ◆ Pilasters should not be treated separately on each side of the party line through different cladding or painting.
- ◆ Pilasters should not be cluttered with fixtures such as signs, alarm boxes or blind fittings.
- ◆ In historic buildings, pilasters should be treated in a manner

sympathetic to the architectural style of the building. Decorated mouldings should be copied from an original shopfront or a historical pattern book.

- ◆ The choice of console should reflect the design details used in other elements of the shopfront; they are normally constructed of timber, stone or render.

3.6 Stallrisers and cills

Stallrisers are the solid panels below the shop window, they provide a visual base to the shopfront.

Stallrisers provide security protection to the shop window, and raise the window display to a convenient level.

- ◆ Stallrisers will vary in height according to the style of the shopfront.

- ◆ Existing stallrisers, particularly those with decorative features (such as Victorian tiles) should be retained and restored.
- ◆ In historic buildings, a traditional height stallriser should be part of the design with windows opening above this height only.
- ◆ Stallrisers should be constructed of materials which match the shopfront and the building above. Timber panelling, brick, render, stone or glazed tiles are typical.
- ◆ The size of the cill and detail of its section is dependent on the scale and proportion of the other shopfront details.

Images (below, clockwise from top left):
Corbels, 17 and 18 Harbour Street, Whitstable;
104 High Street, Herne Bay;
64 Harbour Street, Whitstable.

Image (opposite page):
Sun Street, Canterbury.



3.7 Windows

Large sheets of plate glass should be avoided on traditional shopfronts. Glazing can be subdivided with mullions and transoms. This subdivision should be appropriate to the overall character of the building. Large areas of glazing should incorporate visual manifestation (alerting people who are visually impaired to the presence of the glass).

- ◆ Glazing should always be transparent, even in non-retail units. Opaque, frosted, reflective, mirrored or tinted glass is normally unacceptable, unless it has a functional use in small, selective areas.
- ◆ A shop window display should be maintained at all times in order to maintain the continuity and interest of the shopping frontage. The internal illumination of window displays at night is encouraged, to increase safety and security and reduce the need for illuminated advertisements. We encourage the use of LED lighting or low-energy type.
- ◆ Solid or partly infilled frontages will always be unacceptable even on non-retail uses such as restaurants, banks and office uses. An internal screen should be provided in the form of a permanent display behind the glass, curtains or blinds.
- ◆ In historic buildings the materials for window frames, glazing bars and doors should be selected with the architectural style and period of the premises and area in mind. Painted timber is the recognised quality material for a shopfront, as it can be easily modelled, adapted, and repaired, correctly sourced timber is also a sustainable material. Basic milled silver aluminium produces a shoddy appearance, which is unacceptable in all circumstances.



Image (right):
14 Butchery Lane,
Canterbury

3.8 Doors

The entrance to the shop gives a visual focus to the shopfront. The use of colour, shape, proportion, material and interesting window displays can add visual interest to the streetscene and produce distinctive units.

- The Equality Act 2010 requires that all buildings containing shops or providing public services are accessible to disabled people. Easy access to and circulation within shops is important to everyone, including people who use wheelchairs; those who cannot walk easily, people who are deaf, people who are blind or visually impaired and to older people, children, and people with pushchairs, prams or trolleys. Inclusive design enables this to be achieved to the greatest effect and should be employed in the installation of new doors and access arrangements in shop units.
- ◆ The design of the door and windows should reflect the other elements of the shopfront and the overall architectural style and period of the property.
- ◆ On many traditional shopfronts the door is recessed with an 'ingo'. This increases window display, invites customers in and provides relief and visual interest to the shopfront.
- ◆ Concertina or folding shopfronts need a strong architectural framework to provide support for the upper storeys when 'open' and the integration of the front within the streetscene. Elements such as an upstand to each door should be incorporated. These provide a visual base to the shopfront, and helps to integrate it with surrounding shopfronts when 'closed'.
- ◆ Doors to shopfronts are not permitted to open outwards over the Public Highway as this would contravene Section 153 of the Highways Act 1980.
- ◆ In the case of manually operated double entrance doors, the minimum clear width provided by one leaf of the entrance doors should be 800mm.
- ◆ Entrance doors should include a kicking plate, door handles should be easy to operate, positioned 1000mm above ground level and be of a lever or tubular design (not continuous pole types or knobs), and clearly signed if necessary (ie 'automatic', 'push').
- ◆ If automatic doors are not incorporated door closers should be of a minimum opening pressure (not spring closers) allowing the door/doors to open easily and remain open to facilitate convenient access for wheelchairs, prams and pushchairs etc. In this scenario a ring for assistance sign should also be displayed.
- ◆ Ramps outside the premises on the forecourt or footway will be resisted. Any ramp on the highway will require a license from Kent County Council under the Highways Act 1980.
- ◆ Thresholds at entrances should be level. Changes in level should be accommodated within the shop unit by ramps no steeper than 1:14 and a minimum of 1200mm wide. Thresholds should have non-slip surfaces, with flush weathermatting. Coir matting should never be used.



Image:
23 William Street, Herne Bay



Image: Butchery Lane, Canterbury

4 Signage and adverts

4.1 General principles

Advertisements and shop signs can contribute positively to the character of an area if designed properly. Shopkeepers need to advertise their presence, but too many, poorly-designed and discordant signs in unsympathetic materials can have a detrimental impact on the character and appearance of an area.

4.2 Fascia boards

- ◆ Signwriting is normally applied directly to a fascia. Most shopfronts are more or less symmetrical and centrally placed traditional lettering will appear logical.
- ◆ Hand-painted fascias should be used on traditional shopfronts in conservation areas.
- ◆ Lettering should be in proportion to the size of the fascia with margins all round. In some cases it will be necessary to adapt 'house-styles' to suit particular buildings and locations.
- ◆ The colour scheme should complement the shop window frames.
- ◆ Shiny, glossy, highly reflective and luminous colours and materials will normally be unacceptable if out of keeping with the character of the building.
- ◆ Signwriting is preferred to manufactured lettering, but individually cut letters of metal or wood may be acceptable.

Image (below):
Signwriting at
1 Sun Street, Canterbury.





Image: Hanging sign at 1 Palace Street, Canterbury

4.3 Wall signs

Signage painted directly onto render or brickwork is a traditional device which can be used to good effect. Such signs are best located within a panel or related to an architectural element such as a string course or parapet.

Individually cut out letters of painted wood or metal can also look appropriate when applied directly to a wall of an existing building. However, they should be related to and framed by, the architectural features of the building rather than being arbitrarily applied to large plain surfaces. Traditionally gilded lettering with a half round section is particularly appropriate for pubs and hotels.

4.4 Projecting and hanging signs

✦ Hanging signs should normally take the form of a swinging board hung from a simple wrought iron bracket. Signboards are better with a vertical emphasis and can be of painted timber with panels or mouldings or metal with a decorative moulded edge.

✦ A proliferation of signs can lead to a cluttered and confused street scene. Hanging signs should normally be restricted to one per shop unit and usually hung level with the first floor windows. Traditional trade symbols, now rarely seen, can add to the charm and character of an area. These can provide minor landmarks in the street as well as forming good advertisements. The signs themselves should be well crafted “objets d’art” if they are to be effective.

✦ Where a unit is located on a corner site the projecting signs should be located at that end of the fascia, which is farthest from the corner. This enables the trader to maximise presence while minimising the visual clutter.

✦ Projecting signs should normally be installed at fascia level, at either end of the fascia panel. Signs should not be fixed to the pilasters or decorative capitals. Projecting signs may not be acceptable, and advice should be sought before committing to the design.

✦ A sign projecting over the public highway will need a minimum vertical clearance of 2.6 metres to the underside of the sign, and a minimum horizontal clearance between the sign and the carriageway of 0.9 metres.

4.5 Illumination

✦ Internally illuminated box signs, illuminated letters and neon signs in windows are considered to be unsuitable in conservation areas and on listed buildings.

✦ Signs illuminated externally by means of hidden top or bottom trough lights, or by carefully positioned discrete spotlights are normally more desirable. However, such illumination should only be considered for premises that are open at night – for example pubs, restaurants, chemists and cinemas/theatres etc. with their appropriateness being considered on a case-by-case basis.

✦ Lights should be carefully located so that the spread of light is controlled and not over-bright.

✦ Intermittent flashing or moving displays will normally be unacceptable.

✦ We encourage the use of LED or low-energy type lighting.

4.6 Upper floor signs and professional businesses

Signs for upper floor businesses can be in discreet lettering applied directly to window panes. The most appropriate signage for professional businesses in former domestic buildings is a brass or bronze plate at the side of the entrance door.



Image: 8 High Street, Whitstable

Alternatively, gilt lettering can be applied directly to windows or fanlights.

4.7 Corporate identity

Corporate identity on shopfronts is important, but it may be necessary for outlets to adapt corporate designs in order to be sympathetic to individual buildings and street scenes.

The use of corporate colours provides shoppers with an instant visual connection with the chain store.

Corporate colour schemes will generally be acceptable, though the scheme should not conflict with the building or the setting.

Some national chains have signage compatible with historic places and where this is appropriate it should be incorporated into the design.



Image: Sun Street and Guildhall Street, Canterbury



Image: William Street, Herne Bay

5 Other features

5.1 Awnings and blinds

Existing traditional roller blinds should be retained or restored. Ideally, new awnings or blinds should be in the same form, fully retractable roller blinds with the box designed as part of the cornice or fascia.

Dutch blinds or balloon canopies made of plastic, fixed in position and carrying advertising will not be permitted in conservation areas. A folding canopy may be acceptable providing the hood does not project too far forward of the fascia or obscure architectural features. Where the building or area is predominantly modern in character, non-retractable blinds can add interest.

Blinds and canopies should not oversail a vehicle carriageway, and should be 2.4m above ground-level to avoid causing obstruction, annoyance or danger.

5.2 Suspended ceilings

Modern retailing methods often result in the installation of a false

or suspended ceiling within a shop. This can result in unbalanced proportions to the shopfront and a loss of the horizontal lines in the streetscene. The installation of suspended ceilings should not result in an extension of the fascia or any other detrimental effect on the frontage.

5.3 Mechanical and electrical plant

Mechanised ventilation units create clutter and should be sensitively accommodated to the rear of the property. Alternative acceptable methods of ventilation include opening fanlights above the door or transom bar and decorative grilles in the stallriser or clerestory.

Careful siting of mechanical and electrical fixtures and fittings will be required. Locations to the rear which does not harm the fabric of a historic building or the street scene will be encouraged.

5.4 External displays and street furniture

Use of the property frontage for external displays and street furniture will normally be encouraged because it can enliven the character of a street, but care must be taken to ensure items do not obstruct the public highway.

Use of the public highway including footways for this purpose requires a licence and this is available from the local authority.

If you wish to place furniture or displays on the pavement outside the shopfront you will need to seek guidance from the Licensing team.

5.5 Cash points

The location of a cash machine (ATM) needs careful consideration where they are to be incorporated into older buildings. If possible ATMs should be installed internally in a lobby which will also provide security.

Where ATMs are installed externally, early consideration should be given to integrate them into the overall design for the property. Its position should be sensitive to building design and shopfront character, seek retention of an active frontage and use materials that are sympathetic to the building.



Image: Canopy at 63 Northgate, Canterbury



Image: The Old Fish Market, Canterbury

6 Security

6.1 General principles

Shopfront security has become an important issue in recent years. In order to combat the threat of theft and acts of vandalism (particularly breaking shopfront glass), a variety of security measures have been introduced.

Crime prevention is a material consideration when planning applications are being considered by Canterbury City Council. The council will balance the need for crime prevention with the need to protect and enhance the visual quality of the area. A combination of security glass, internal grilles and traditional measures (such as lift off shutters) offers the most acceptable solution of providing shopfront security and are the council's preferred methods within conservation areas.

6.2 Security glass

Laminated glass is made by combining two, or more sheets of glass with layer(s) of PVB (Polyvinyl butyral). The performance of the glass varies according to the thickness of glass and number of PVB layers. Glass thickness of 7.6mm is considered adequate for 'normal' security. For shops with high-risk goods such as jewellers, the glass thickness could be increased to 11.3mm 5 ply laminate, which provides good resistance to attack. The advantage of utilising laminated glass is that security is upgraded without affecting the appearance of the shop. Small paned shopfronts can be more difficult to break than large sheets of 'plate' glass, and are also cheaper

to replace. The introduction or reinstatement of mullions and/or transoms can give greater strength to a shop window.

6.3 Timber shutters

The use of lift-off 'traditional' wooden window shutters may be the solution in certain 'high risk' situations. Solid shutters were used in Georgian and Victorian times as a means of protection. Such shutters should be well designed and painted (and possibly signwritten) to match the shopfront. This solution is particularly appropriate where there is evidence that such shutters existed previously.

Image (below): Historical perspective sketch of the fish market, Canterbury



Perspective Sketch of the Fish Market.

6.4 Grilles

Removable, lift off, grilles do not require bulky housings and are generally acceptable outside conservation areas where the window glass is at risk from breakage.

The grilles should be painted to match the shop and the fittings should be concealed (and not damage any architectural features). The installation of permanently fixed external grilles is not acceptable.

Shop doors, particularly if glazed and recessed in an 'ingo' are often a weak point for burglary or vandalism. Lattice grilles or gates are the preferred options to provide security to door recesses. The use of lighting can also act as a deterrent in such situations.

Where the window glass is not at risk of being broken but the goods displayed are of high value an internal security grille may be the solution. Internal grilles have a limited impact on the appearance of the shopfront and normally do not require planning permission.

However listed building consent will be required if the installation of the grille affects the appearance or character of the building.

The grille is fitted behind the glass and rolls up into a box hidden behind the fascia in the window soffit. Lattice or 'brick bond' grilles enable window shopping and passive surveillance of the shop out of hours.

6.5 External roller shutters

The installation of external roller grilles requires planning permission and will not be acceptable on listed buildings or buildings which make a positive contribution to a conservation area.

Solid roller shutters are manufactured in steel or aluminium and consist of narrow horizontal laths, solid or perforated with pin holes, which roll up into a coil protected by a box.

Together with their very bulky housing boxes and guide rails they can often disfigure or obscure otherwise attractive shopfronts.



Image (left): Internal roller shutters on a former shopfront at 5 Rose Lane, Canterbury

Solid security shutters can be visually intrusive, 'deaden' the street frontage and create an unwelcoming environment if there is a concentration of properties with similar shutters. By reducing natural surveillance the fear of crime can increase particularly in the evenings when most shutters are down. They are also vulnerable to graffiti and fly-posting and can ultimately reduce vitality. It is for all these reasons that the council will not normally support proposals for installing external solid roller shutters in conservation areas or main shopping streets.

Where the use of an external shutter is agreed, the shutter box should be concealed within the fascia or installed flush beneath it. The shutter should be of a letter box or open lattice style, allowing high visibility into the shop when down, and be coloured to match the shop front. Uncoated or galvanised metal shutters are not acceptable.

Side runners should be concealed or painted, or removed during the day. Across recessed entrances, hinged and demountable gates or brick bond style external roller shutters (where the coil can be concealed behind or inside the fascia) may be acceptable.

6.6 Burglar alarms

Shopfront security should be seen as part of an overall approach to improving security to the property. Consideration should be given to the installation of alarm systems, CCTV and glass security strips (which set off the alarm when broken).

Burglar alarm boxes should be carefully positioned where they do not obscure or damage architectural detailing, and be painted to match the background surface. The installation of an alarm box would not normally require planning permission but may require listed building consent. They should not be installed on the main elevations of Grade I or II* listed buildings.



Image (right): Solid roller shutters obscuring the traditional shopfront: High Street, Herne Bay



7.1 General principles

Designers should take account of the existing materials of the building above and of the wider streetscene. The arbitrary use of highly-polished materials such as marble, granite or tiling is not recommended.

7.2 Timber

Timber was the standard material for shopfronts in previous centuries. Timber is extremely versatile and can be formed with a variety of profiles. It is durable and redecoration can give it a new image. In the late 19th and 20th centuries the use of polished hardwood became fashionable. In the majority of cases however, Douglas Fir or British Columbian pine is the most appropriate timber to use.

7.3 Modern materials

Modern materials such as Perspex, aluminium and stainless steel should only be used where appropriate to the style of building and the surrounding location. Such materials are generally unsuitable for historic buildings as they are difficult to sensitively integrate into the appearance of the building and street. Canterbury City Council declared a climate change emergency in July 2019. The use of sustainable materials is therefore encouraged, further guidance on materials and historic buildings can be found from Historic England and the Kent Design Guide.

7.4 Colour schemes

Colour schemes should harmonise with the building and with other buildings in the street. Strident or garish colours should be avoided. Traditional rich dark colours such as grey, dark green, navy blue, dark red and black give a solid frame to the shopfront and are visually 'recessive' highlighting the window display. Normally the same colour should be utilised for both the pilasters and the fascia. Traditional shopfronts often had architectural details, such as mouldings, capitals and fluting picked out in gilding or contrasting colours.

Image (below):
Marlowe Arcade, Canterbury.
A modern shopfront in
a contemporary setting,
but reflecting a wider
historic setting.





Image: 24 St Margaret's Street, 1940s. © P Crampton

8 Consents and permissions

8.1 Consents

Before proposing changes to existing shopfronts, the first consideration should be an assessment of the quality of the current shopfront and the viability of repairs.

Before undertaking any work, it is advisable to contact Canterbury City Council to discuss your proposals. Information about our pre-planning application advice service is available via our website.

Listed building consent

Listed Building Consent is required for all works which affect the special architectural or historic character of a listed building (Planning (Listed Buildings & Conservation Areas) Act 1990). This will usually include:

- ◆ New or replacement signs
- ◆ Changes to shopfronts
- ◆ Internal works
- ◆ Investigation works such as removal of wall coverings and fixtures

Works within a conservation area

Works to non-listed buildings within a conservation area may require planning permission if one of the following is involved:

- ◆ Demolition
- ◆ Change of colour to external shopfronts
- ◆ New shopfronts
- ◆ Installation of external fittings or advertising boards

Further guidance is available via The Planning Portal and National

Planning Practice Guidance (July 2019).

Planning permission

Planning permission may be required in addition to the above consents for installation of new shopfronts, grilles, shutters and projecting blinds. Planning permission is also required if a change of use for the shop is proposed, for example from a retail unit to a restaurant. Further guidance is available via 'The Planning Portal and National Planning Practice Guidance (July 2019)'.

Pre-planning application advice service is available via our website

Image (below): St Margaret's Street, Canterbury. © Bowley Coll



Building control

Building regulations are in place to ensure that buildings are safe, healthy, accessible and sustainable. Permission is required when the proposal includes alterations to shopfronts, new shopfronts, internal structural alterations and works affecting the health and safety of the public and employees, for example fire protection.

Advertisement consent

Advertisement consent is required for most types of new or replacement shopfront signage, including illuminated signs. Further guidance is provided in the 'National Planning Practice Guidance: Advertisements (July 2019).

Licensing

A licence is required if you wish to put an external display, chairs, tables etc outside your shop.

8.2 Planning policy

Main legislation

- ◆ Town and Country Planning Act 1990
- ◆ Planning (Listed Buildings and Conservation Areas) Act 1990
- ◆ Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- ◆ Part 7 of the The Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended)

National planning policy and guidance

- ◆ National Planning Policy Framework (NPPF) 2019
- ◆ National Planning Practice Guidance (NPPG) 2019.

Local planning policy

Canterbury District Local Plan (2017) and the Herne Bay Area Action Plan (2010).

8.3 What to submit with an application

Design and access statements

A statement may be required that makes a logical case in support of your design, which may be taken on board by the Council's planning officer. It can take the form of the process being described on a single A4 sheet with the complexity of the project dictating the length of the statement. Further guidance on when statements are required and their content is available via The Planning Portal and National Planning Practice Guidance: Making an Application (2019).

Heritage statements

If the shop in question is Listed, Locally Listed or within a Conservation Area, you may be required to describe the significance of any heritage assets affected, and the potential impact of the proposals on that significance. This can be undertaken through the preparation of a Heritage Statement. Further guidance is available via the National Planning Policy Framework and National Planning Policy Guidance (2019).

Drawings

It is recommended that a design professional carry out this work as they are familiar with various design approaches and the materials available. Further information on what to submit with an application is available via The Planning Portal. You may

need to supply the following drawings in support of a planning application for replacing or changing shopfronts.

- ◆ A location plan at a scale of 1:1250.
- ◆ Drawings at a scale of 1:50 or 1:20 for details.
- ◆ An elevation of the proposed shopfront and signs, including parts of the adjoining shop units and upper floors.
- ◆ A plan of the shopfront showing the structural elements within which it fits, and the dimensions of the opening width of the doors.
- ◆ At least one cross-section from the first floor window sill to pavement level, including the fascia
- ◆ Detailed design, materials and dimensions of signs and other details including light fittings and installation methods.
- ◆ All materials and colours should be annotated.



Image (below):
13 St Dunstons Street, Canterbury.
Bishop's Finger public house

Heavenly Home



PLAYROOM RULES
TAKE THEM HOME

THE CAT'S RULES
A FRIENDSHIP WILL FORMERLY BE A CAT'S COMPANY
IF YOU ARE COMPANYING A CAT YOU MUST
BE CALLED BY NAME
IF YOU NEED TO GO TO THE L.A.T.
A LITTLE BIT ONLY
IF YOU NEED TO GO TO THE L.A.T.
IF YOU NEED TO GO TO THE L.A.T.
IF YOU NEED TO GO TO THE L.A.T.
IF YOU NEED TO GO TO THE L.A.T.

TO KNOW YOUR OWN NAME
WHO YOU ARE

RECIPE FOR FRIENDSHIP
INGREDIENTS:
1 LBS OF TRUST
1 DASH OF LAUGH
2 CUPS OF UNDERSTANDING
1 TSP OF HONESTY
1 CUP OF MUTUAL AFFECTION
1 SPRINKLE OF RESPECT
1 LBS OF COMMON INTERESTS
1 TSP OF LISTENING
and 1 BAG OF FUN!

Beach Rules
RELAX
EAT TOO MUCH
Get a Sunburn
TAKE A NAP
COLLECT BEACH BALLS
READ A BOOK
PLAY GAMES
Laugh
TAKE PICTURES
Make Memories
TAKE A BOAT RIDE
Have Fun!



For further information:

Canterbury City Council, Planning Policy & Heritage

Information is available via our website, where you can also apply for pre-application planning advice:

canterbury.gov.uk 01227 862 178 planning@canterbury.gov.uk

Building Control

Our building control services are managed by STG in partnership with Gravesham, Medway and Swale Councils.

stgbc.org.uk/services/building-control/ 01634 331 133

Historic England

For further guidance on issues affecting historic buildings, town centres and High Streets see guidance:

historicengland.org.uk

Adopted December 2020