

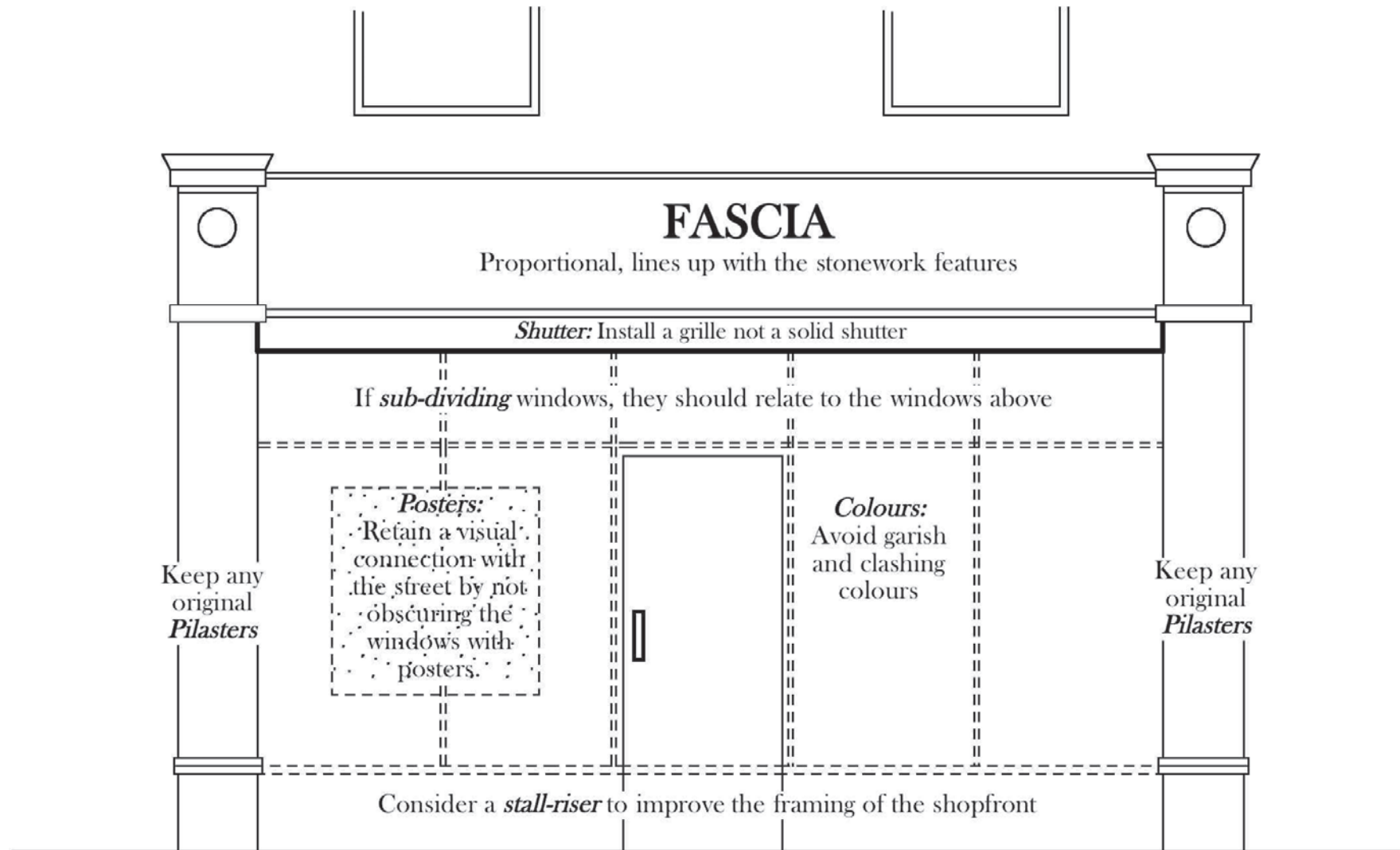
# Design Guidance No.10

## Shopfronts Summary



## Introduction

This summary sheet highlights the main elements of importance to be considered when designing a shopfront. For more detailed advice on designing shopfronts please consult Design Guidance Note 10: Shopfronts. A shopfront may be of traditional or modern design, and use a variety of materials, but should relate to the local street scene and observe the following principles:



The strong framing of the shopfront by the fascia and pilasters is important to the final design.

## Important issues

The following examples illustrate preferred and less preferred ways of designing elements of shopfronts:

### Fascias



A well proportioned fascia does not dominate the shop front.

### Shutters and Grilles



An open mesh grille allows window shopping when the shop is shut.

### Posters



Posters obscuring windows reduces visibility

### Colour



A poorly designed fascia: over sized and out of proportion.



A solid shutter creates a hostile and negative environment.



Garish colour schemes can be detrimental to the appearance of an area.

## Successful Designs:

The predominant factor in these shopfronts is the strong framing created by the fascia and pilasters and evidence of a clear design idea. The variety of design shows how different elements and combinations can work and follow some or all of the aforementioned principles.



1. Good sub-division



2. Relates well to windows above



3. Innovative fascia in glass



4. Ultra modern, minimalist design



5. Sensitively modernised



6. Simple and elegant design



7. Traditional shopfront



8. Respects early detailing



9. Unusual modern design



10. Modern and well proportioned



11. Modern design in timber



12. Creatively recessed design

## Do I need Planning Permission?

You may need to apply for planning permission or advertising consent for the following:

- a shopfront
- a fascia
- a shutter
- a blind
- a projecting sign.

Stronger controls apply, and higher quality designs are expected, for listed buildings, those in conservation areas or in an Area of Special Advertisement Control.

When considering a new shopfront design or any changes to an existing shopfront, do contact the Planning Department on **0208 359 3000**.

Alternatively, visit Planning Reception at:

Barnet House,  
1255 High Road,  
Whetstone  
N20 0EJ