

11. GUIDELINES FOR SHOP FRONTS

A shop front should be designed with consideration for the architectural character of the building and its neighbours, as well as expressing its own identity.

These guidelines pay particular reference to the Victorian and Edwardian commercial buildings that dominate The Dulwich Estate, but the same principles apply to shops in Georgian buildings.

Elements of the shop front that are part of the original permanent construction of a terrace should be retained or reinstated where necessary. They include:

- Party wall pilasters and console brackets
- Cornices and fascia
- The location of blind boxes
- The stall riser

Mouldings, weathering details and original decorative elements should be retained and restored with care. The sides of buildings on corner sites also require attention.

In most cases for new or replacement shop fronts within post-war developments, a well detailed traditional design is preferred. Exceptional contemporary design using good quality materials may also be considered.

Fascia signs must not exceed the original depth.

Shop signage should be low key and in keeping with well-designed lettering and good quality materials. See the diagram for suitable locations for signage.

Where possible signwriting should be used. Signs may be illuminated with appropriate projecting light fittings. Illuminated back lit signs will not be approved.

Painted timber joinery is preferred for frames and doors. Aluminium and plastic are not suitable materials. The design of stall risers (the panel under the window) also needs to be given careful consideration in terms of materials and maintenance.

Security grilles, where appropriate, should be installed inside the glass to avoid obtrusive casings. Awnings and canopies should be designed in sympathy with the architectural character of the building using traditional good quality materials. Shiny plastic canopies and blanking out the windows of occupied shops is not permitted.

Signage that can be fixed to the glazing of the shopfront and blade signs (if applicable) must be professionally produced, high quality graphics that do not obscure more than 15% of the glass.

Applicants are required to demonstrate they have complied with the Equalities Act 2010 (previously referred to as the Disability Discrimination Act) in order to ensure the premises is accessible for wheelchair users etc.

Changes to shop fronts require planning permission, and may also require advertisement consent, listed building consent, and conservation area consent. Please contact the relevant local authority for further advice.