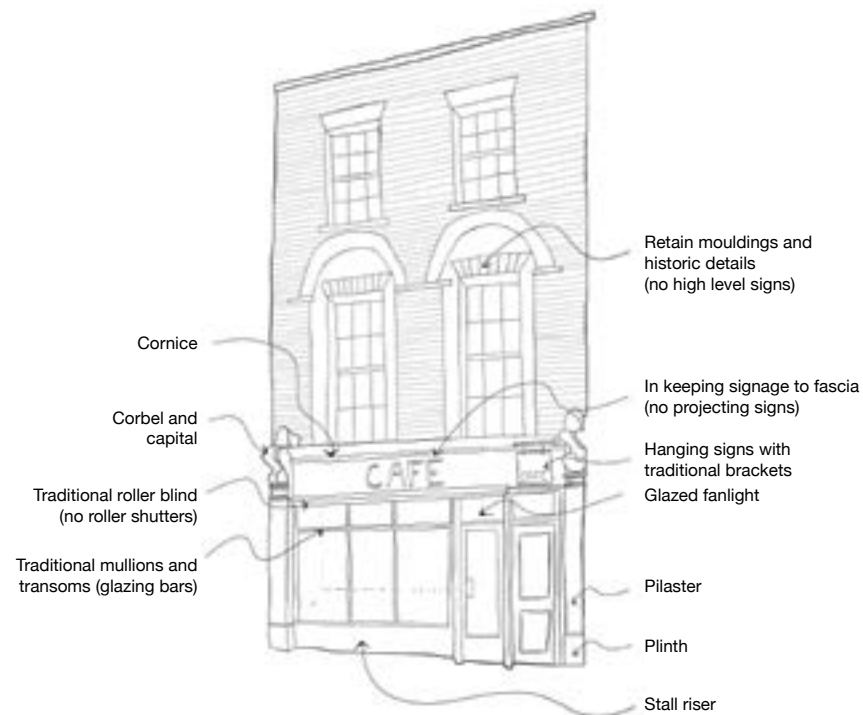


# 11. GUIDELINES FOR SHOP FRONTS



DETAIL OF VICTORIAN SHOP FRONT

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.

# 11. GUIDELINES FOR SHOP FRONTS CONT.

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.

Retrofitting units and retaining original shop fronts by repairing timber frames and mouldings can be environmentally beneficial and reduce costs. Recycled architecturally interesting features such as doors, vents and glazing, hinges, door handles etc can be found at salvage yards. When using new materials, you can specify sustainable FSC timbers and low VOC paints to reduce the carbon footprint.

Shop fronts are usually single glazed and lose considerable heat due to the frequent opening of the front door. Low energy heating and ventilations solutions are available. Traditional shop fronts with timber panelling and stall risers can be partially insulated, and a more modest area of glazing can help prevent heat loss. Opening windows and vents can also reduce the need for mechanical ventilation saving you money and reducing the carbon footprint of your business.

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 and you should contact the relevant local authority for further advice. You must also comply with the building regulations with particular attention to fire safety and the Building Safety Act 2022. Your local authority building control department, and or a qualified professional can advise you further.