

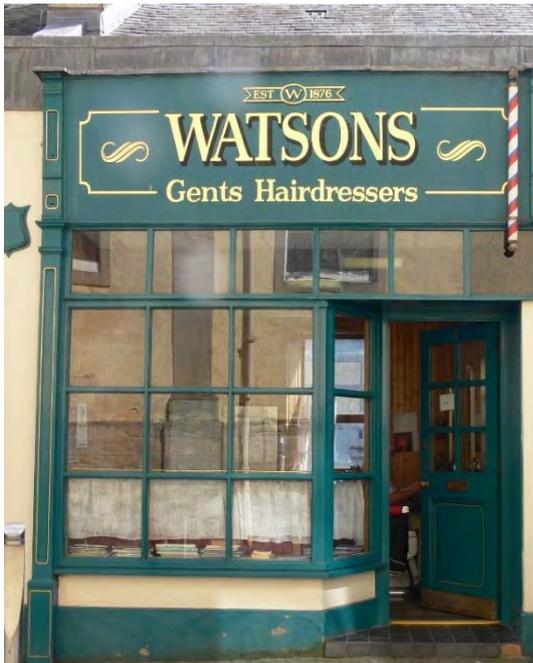


# **East Ayrshire Local Development Plan**

## Supplementary Guidance

Shop Front  
Design Guidance

## Shop Front Design Guidance



April 2017

# INTRODUCTION

This document provides shop front design guidance for commercial properties within East Ayrshire. The design of the built environment can impact upon the perception of an area formed by both its residents and visitors. A coordinated, sympathetic approach to shop front design enhances the appearance of urban areas and contributes positively to the character of a place.

There are many Conservation Areas and numerous examples of high quality well-designed buildings within East Ayrshire, in which a diverse range of shop front designs can be seen – from traditional style shop fronts to more modern designs. This document aims to build on the best elements of the built environment found in East Ayrshire and to provide design guidance aimed at making East Ayrshire a more attractive place in which to live and invest.

The intention of this document is not to restrict development, but to ensure that development is to a high quality, in keeping with and sympathetic to the character and appearance of the area in which it is proposed. The guidance is not meant to be prescriptive, but it does represent the Planning Authority's settled view on the various aspects of shop front design that it will consider when determining planning applications, and in terms of the various types of shopfront design, what will and will not be acceptable.

Photographic archive records can be a useful source of information when designing replacement shopfronts for traditional buildings. Below is King Street, Kilmarnock in the 1960's.



Archived Photo of King Street, Kilmarnock. Source: <http://www.threetowners.net/forum/viewtopic.php?t=11743&start=48>

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# POLICY

Well-designed shop fronts can make a positive contribution to the character of the street and area they are located in, and play an important role in determining their success. It is therefore essential for the health of town centres and other shopping areas that a high standard of shop front design is realised and thereafter maintained.

Good design enhances and maintains the quality of the built environment and developers are encouraged to take this guidance into account when preparing shopfront development proposals.

This guidance forms parts of and supplements the policies of the East Ayrshire Local Development Plan 2017 and will be used by the Council in its assessment of all related planning applications. All shop front development will require to comply with the relevant policies of the East Ayrshire Local Development Plan, copies of which are available from Planning and Economic Development or on the East Ayrshire Council website.

The key objectives of the policy as detailed in the Local Development Plan are:

- To protect and enhance the traditional character and appearance of individual Listed Buildings, Conservation Areas and prime frontages within traditional shopping areas.
- To encourage a better quality of design and enhance the character and appearance of retail frontage.

All shop front planning applications must comply with:

- Overarching Policy OP1: (iii), (v) and (ix)
- TC1: Supporting development in town centres
- TC6: Food and Drink, public houses, licensed clubs and hot food takeaways

Shopfront development within Conservation Areas and Listed Buildings, must additionally comply with:

- ENV1: Listed Buildings
- ENV3: Conservation Areas

(Below) Components of a good traditional shopfront. A description of the main components are in the glossary section.



# Dos and don'ts

## Fascia Board

### Do's

- The scale/age and height of the fascia should be appropriate to the character, height and period of the building and in proportion with the shop front.
- The fascia board should be made of a material and colour that match or compliment the design and colours of the shopfront
- The fascia should align with those of neighbouring properties as far as possible, with priority to the first bullet point above.

### Don'ts

- Link 2 different buildings with a common fascia
- Have an excessively deep and/or tall fascia board. Fascias should generally be no more than 600mm deep.
- Situate the fascia board where it will hide any architectural feature of the building.



## Windows

### Do's

- Windows should ideally be framed and subdivided vertically if appropriate, as most buildings will have a vertical emphasis.
- Any method of subdivision should be in keeping with the character of the building and the shop front.

(Below) - Good examples of subdivided windows. First image Lainshaw Street, Stewarton.



(Below) - Image of recently reformed shopfronts within a Conservation Area, John Finnie Street, Kilmarnock. This example which shows good use of transoms and mullions on the windows, a method of subdivision which is in keeping with the character of the building and area.



## Doors

### Do's

- Doors should be centrally located unless originally located elsewhere.
- Doors can be recessed to re-inforce visual interest, provide shelter and a non-slip access ramp into shop.
- The door should generally have a kick plate or bottom panel of a height to match the stall riser.
- The door and window frame should usually be constructed of the same material and painted the same colour.
- Retain existing original doors or panelled doors.
- The design of new shop doors must reflect the design of the shopfront and windows.

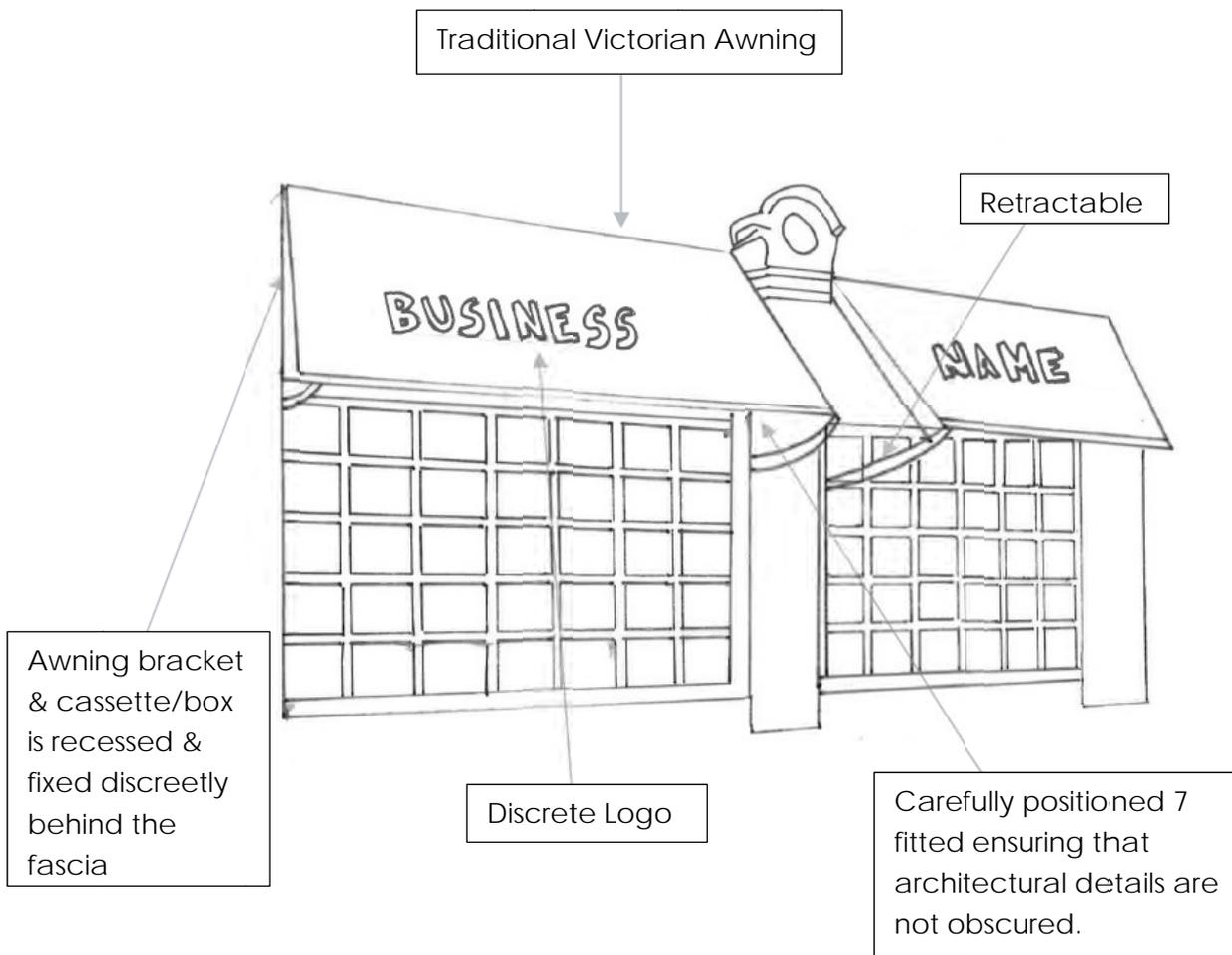
(Below)- an excellent example of a traditional shopfront entrance –shop opening central, door recess, stallriser, good use of colour, period fixtures and fittings. A kick plate would be ideal to protect the bottom of the door, however still a very well kept, inviting shopfront. John Finnie Street, Kilmarnock.



## Awnings, Blinds & Canopies

### Do's

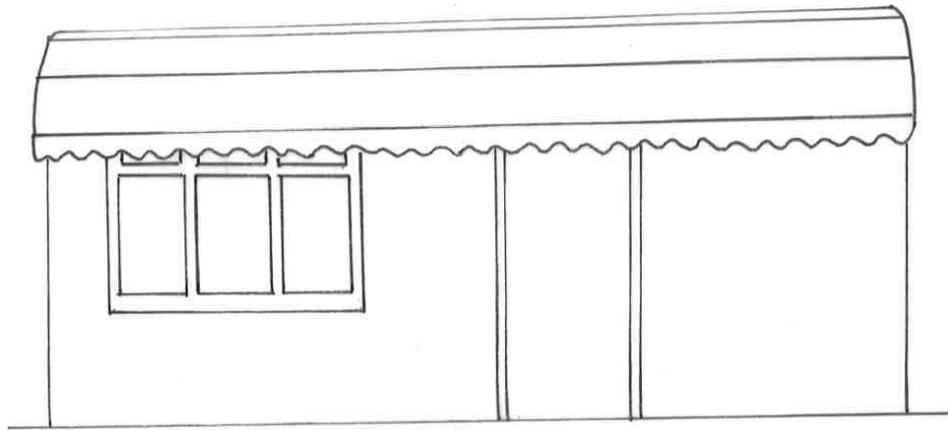
- Should be retractable
- Traditional canopies are preferred rather than non-retractable Dutch canopies, especially within Conservation Areas or Listed Buildings
- Canopies should be well designed, carefully positioned and fitted above or below the fascia.
- The awning bracket and cassette/box should be recessed and fixed discreetly behind the fascia.
- Blinds should usually cover the whole width of a shopfront and should usually be the same width as the fascia.
- Colours should match or compliment the fascia.



Example of what will be accepted when installing a canopy.

#### Don'ts

- Don't position a canopy/awning where it will obscure columns/pilasters or other architectural details.
- Don't position a canopy/awning where it will protrude beyond the shopfront.
- Use garish colours.



Example of a Dutch style canopy which is not encouraged as they conceal the fascia and mask a large degree of the shopfront.

Very occasionally, a Dutch canopy can be a sympathetic addition to a shopfront, dependent on its design. Below is an example of this. – Café de Vinci, Strand Street, Kilmarnock.



## Materials

### Do's

- Use materials which respect those of the original building.
- Use materials which harmonise with the building above and, where suitable, with neighbouring buildings.
- Use high quality materials; timber is an attractive and cost-effective material to use on traditional and contemporary shop fronts.
- Use of aluminium and stainless steel, including powder coated, is acceptable including on listed or traditional buildings and in Conservation Areas.

### Don'ts

- Use low quality materials for the fascia board. Plastics are discouraged but may be acceptable in limited circumstances where they are of a high quality finish, appropriate to the shopfront. More traditional materials are encouraged.

(Below) – Example of good modern shop front design, using quality materials and incorporating the basic principles. Main Street, Stewarton.



## Colour

### Do's

- Shopfronts should be painted in appropriate colours that add to the character of the area.
- Muted primary colours are the most appropriate background colours for shop fronts on historic buildings and within Conservation Areas.
- Take into consideration the colours of adjacent and neighbouring shopfronts in the area, as these should complement each other.

(Below) - Example of effective use of a bright colour from a traditional palette of colours.  
John Finnie Street, Kilmarnock.



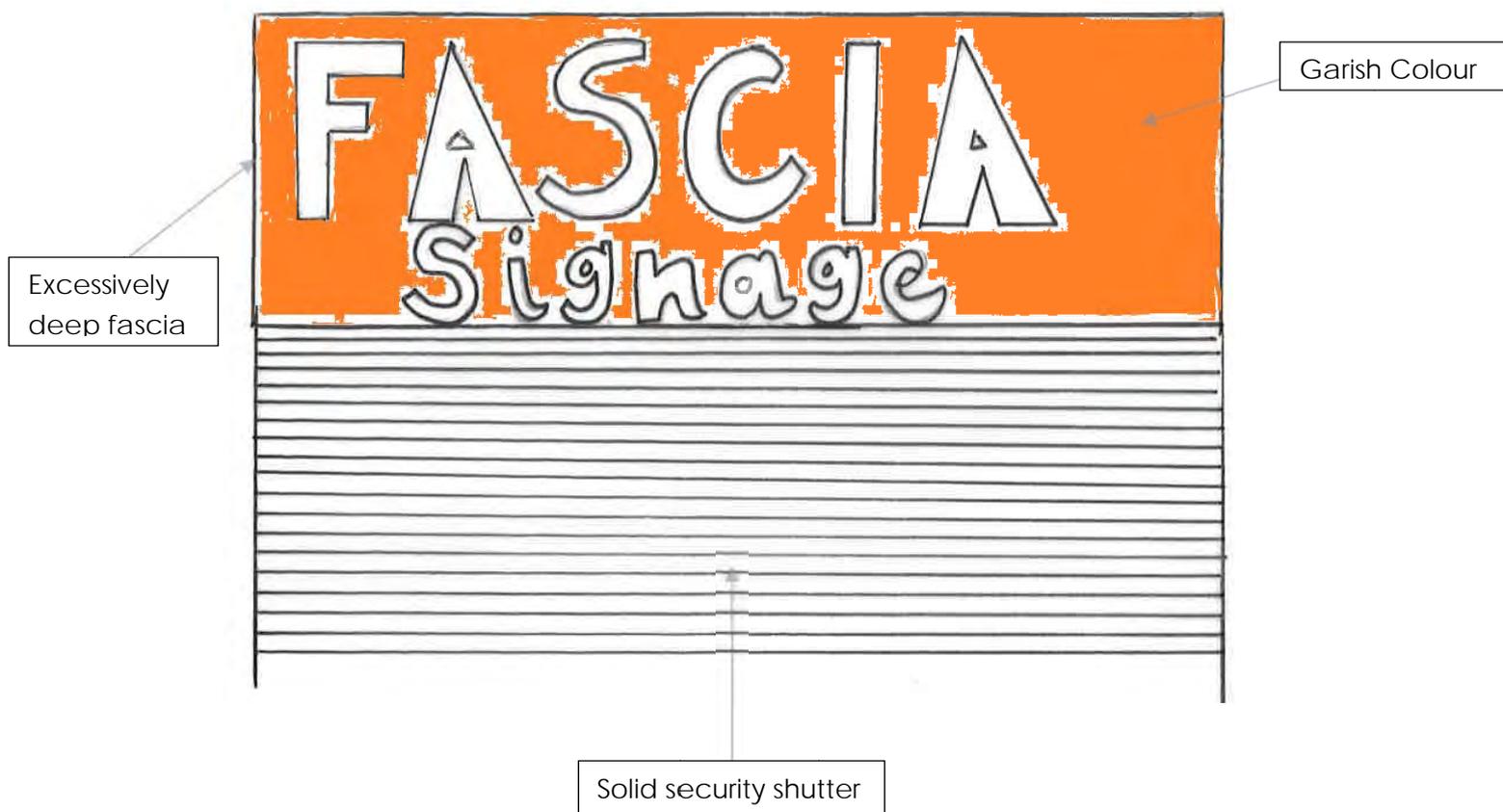
(Below) - Example of effective, sensitive, use of contrasting colours. Bank Street, Kilmarnock.



## Don'ts

- Use colours which are out of character with the building or area - these will be discouraged.
- Use garish colours.

The picture below shows inappropriate use of colour for fascia signage, as well as the fascia being excessively deep. These two attributes coupled with steel security roller shutters result in a poor shopfront.



Solid security roller shutters like the example above are discouraged. They have a detrimental effect upon the character and amenity of an area.

## Security

### Do's

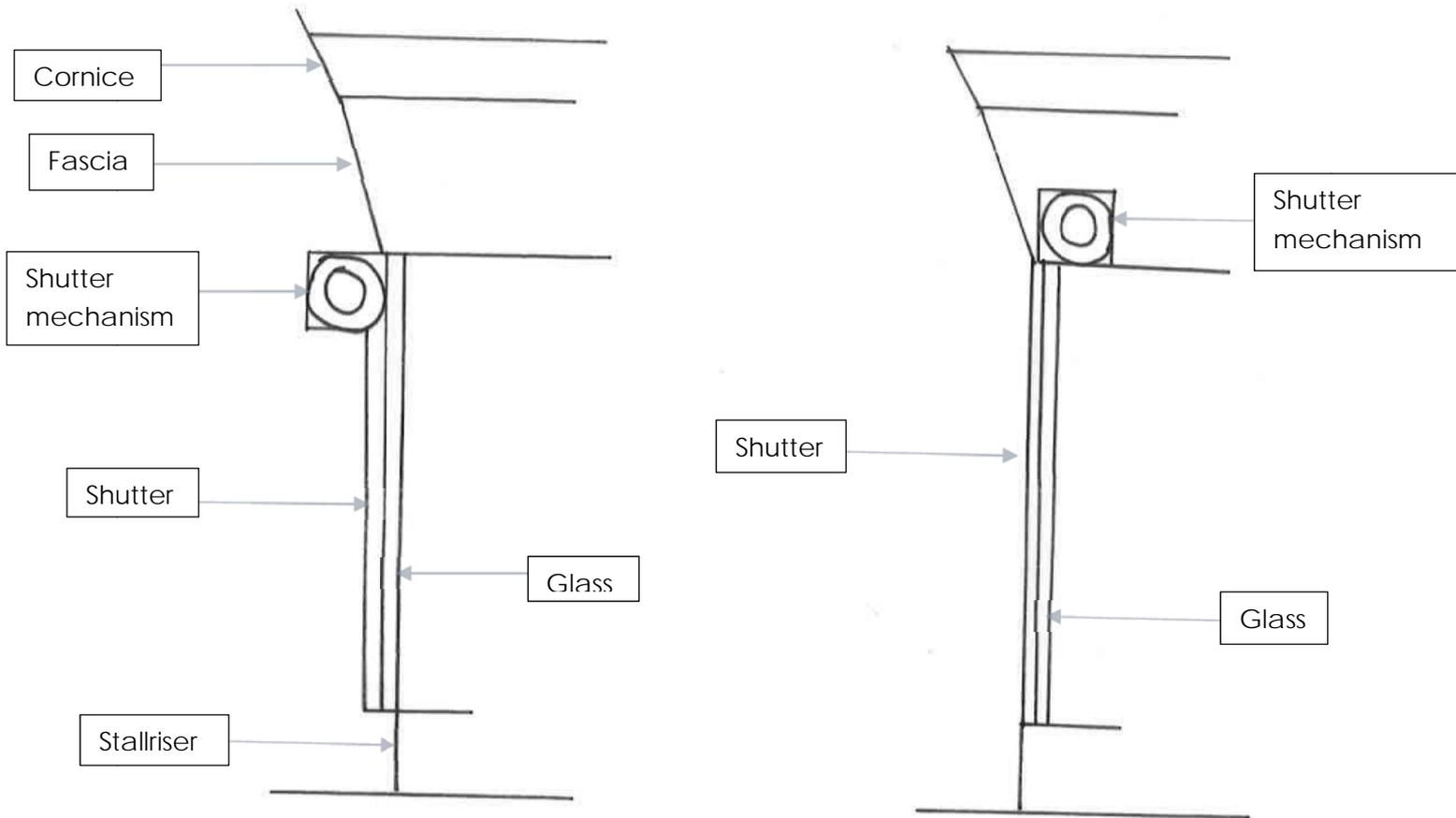
- Use the least visually intrusive measures of security which meet the needs of the shopfront. Scissor gates, or open bonded shutters are preferable.
- Use security shutters which do not obscure window displays.
- The use of internal lattice shutters and re-enforced glass is encouraged.
- Try to provide practical and attractive alternatives to solid roller shutters.
- Outer storm doors, window shutters and demountable mesh grilles are encouraged and can be incorporated into the design of the shopfront.
- Carefully position external alarm boxes to avoid obscuring architectural details and paint to blend into the background.
- In cases where roller shutters are used, shutter boxes should be fully recessed, flush with the frontage.

### Don'ts

- Use solid roller shutters as these obscure window displays and at night time can make an area feel abandoned and unsafe.

## Roller Shutter Boxes

Bad practice	Good practice
Projecting shutter box	Recessed shutter box behind fascia



(Below) – Examples of alternative security measures – internal lattice shutters & external shutters that allow natural light into the shop.

Source: <http://www.lbsgroup.co.uk/retail-2/>



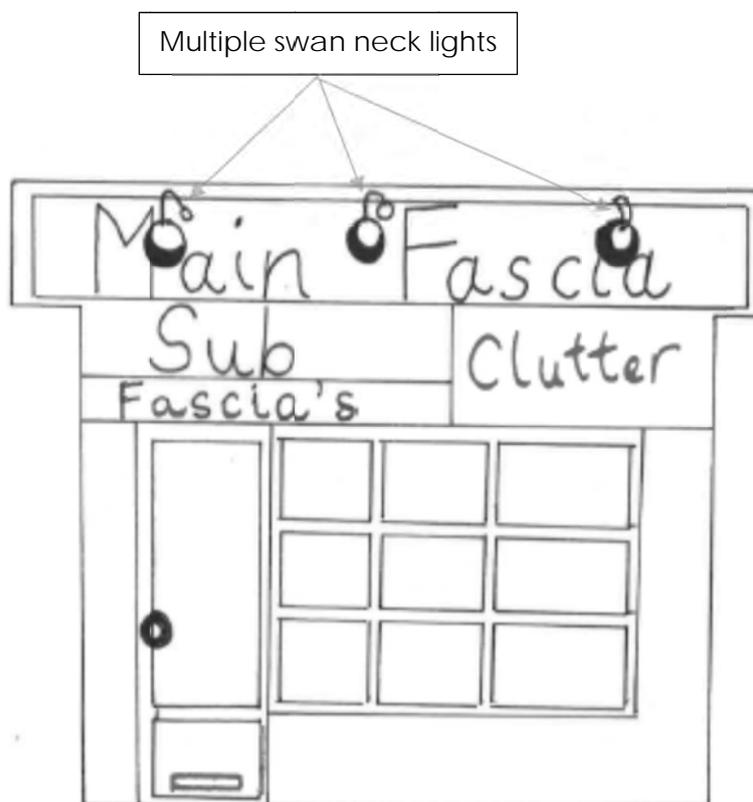
## Lighting

### Do's

- Position lighting is best used internally to illuminate the goods for sale and to allow light to spill out onto the street, making an area feel safer after dark.
- Allow for one illuminated fascia sign and one illuminated projecting sign.

### Don'ts

- Use illuminated box signs, strip lighting or multiple swan neck lights.
- Position illuminated signs in a location, whereby, when operative, they will have a detrimental effect on the amenity of neighbouring residential properties.



Note: Applications which include the use of swan neck lighting will be decided on a case by case basis. The proliferation of multiple lights on a single shopfront can clutter it. The number of lights should be kept to the minimum necessary.

Further guidance on illumination and signage is available within the *Display of Advertisements* guidance.

## Air Conditioning Units

### Do's

- Fix units out of public view.
- Locate units on the rear/side elevation of the building, or concealed on a roof or in a back yard.
- Carefully consider the impact on amenity.

### Don'ts

- Locate the unit to the front of the building.
- Position the unit on the building where it will have an adverse impact on the character and appearance of the area.
- Position the unit where it will have a detrimental effect on residential amenity.
- 

## More examples of good practice

(Below)- Bucks Head pub in Galston before the new shopfront was designed and fitted. Note the deep fascia boards, letters on signage have fallen off over the years and that have not been replaced. The building itself had suffered from long-term neglect and was poorly maintained. Generally, it is not very inviting for customers, passers-by and potential new customers.



(Below) – Archived photo of the Bucks Head.



(Below) – Newly fitted shop frontage carried out under the Galston CARS (Conservation Area Regeneration Scheme) The developers have replicated the original design as seen in the above archived photo. The result is a sympathetic shopfront which compliments the entire building. Good quality materials have been used, traditional sign-written lettering, subdivided windows have been fitted which are in keeping with the character of the building, and a new door has been fitted in the centre of the building which contributes to the visual amenity of the building and again in keeping with original design. The colour also compliments the building and this results in a visual improvement of the building in contrast to what the front of the building was like before renovation.





*hanging baskets, Lainshaw Street, Stewarton.*

Good quality cornice, which has a protective layer of lead for weather proofing, Bank Street, Kilmarnock



Hanging baskets can add colour to the shopfront.

(Below)- An example of traditional floor detail of door recess which can enhance the character of the shop, Lainshaw Street Stewarton.



## Glossary

**Fascia Board** – The fascia board is the horizontal board below the cornice on which lettering is normally located advertising the business.

**Cornice** - The top section of the fascia which marks a division between the shop and the building above. It may be decorated or plain. Usually of timber or stone, it may have a protective layer of lead for weather-proofing.

**Console Bracket** - A decorative feature used to mark the determination of one shop and beginning of another. Although purely decorative they often add character to an otherwise plain shop front and should be retained or reinstated if appropriate.

**Columns & Pilasters** - An applied decorative feature in the form of a column, shaft and base which projects slightly from the wall but is generally not structural in nature. May be decorative or plain. Columns are either round or half round and are plain or fluted, whilst pilasters are flat and panelled or fluted.

**Stallrisers** - The vertical built up area between the window sill and ground level which may be decorated or plain. It allows for ventilation into the shop and provides the glazed area with protection and security. This can be constructed of stone, brick, render or panelled timber. Any surviving stallrisers should be retained and restored. If lost or altered, they should be reinstated to the original height and materials.

**Plinth** – Base of a pilaster which may be constructed of timber or stone.

**Air Conditioning Units** – A system for controlling the humidity, ventilation, and temperature in a building, typically to maintain a cool atmosphere in warm conditions.

**Blind/Canopy** – A protective and decorative cover usually made of canvas or plastic for above a shopfront. They provide a basic level of weather protection against sunlight and rainfall for customers to continue browsing the window display.

**Retractable awning/canopy** – A blind or canopy attached to a frame which allows it to be extended out or rolled tight back against the building façade.

## Submitting an Application

Please note: Planning permission is required for any changes to the external appearance of a shop front which materially affects its external appearance as well as for replacement shop fronts. Any alteration to the exterior of a building, including windows, doors, walls, roof, chimneys, paintwork, and rainwater goods will require planning permission.

Before proceeding with any shop front improvement project, you should contact East Ayrshire Council Development Planning and Regeneration services, who will assess the appropriateness of your scheme. Planning Permission, Advertisement Consent, and/or Listed Building Consent may be required.

Planning applications for alterations to shopfronts should be made to East Ayrshire Council – the local planning authority.

You can apply via the eplanning portal at:

<http://www.eplanning.scot/>

## Where to get Advice

If you would like further advice on shopfront improvement in East Ayrshire, including advice on shopfront proposals, then please get in touch with the development management team on:

Phone Number – 01563 576790

Email – [submittoplanning@east-ayrshire.gov.uk](mailto:submittoplanning@east-ayrshire.gov.uk)

For information on permissions, contact East Ayrshire Council:

Planning and Economic Development

Development Planning and Regeneration

East Ayrshire Council

The Johnnie Walker Bond

Kilmarnock

KA1 1HU

For advice on Planning Permission, Listed Building Consent and Advertisement Consent, ask for the Development Management team.

Pre-application advice is available and can be sought in advance of submission of any planning application. This is particularly important for alterations to listed buildings and buildings in conservation areas.

Ask for the Development Planning and Regeneration team for advice on Listed Buildings and Conservation Areas, and limited sources of grant aid.

Ask for the Building Inspectors for advice on Building Regulation Approval and access for all.

Further Information:

Historic Environment Scotland also provide guidance on traditional shopfronts:

<https://www.historicenvironment.scot/media/2370/shopfronts-2.pdf>



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