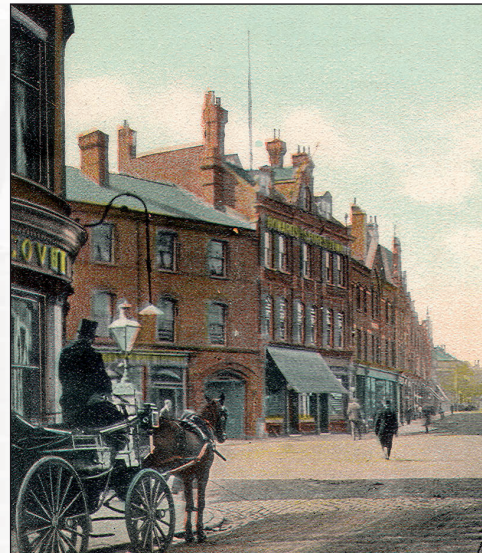


# Bromley North Village



## Shopfronts - design principles

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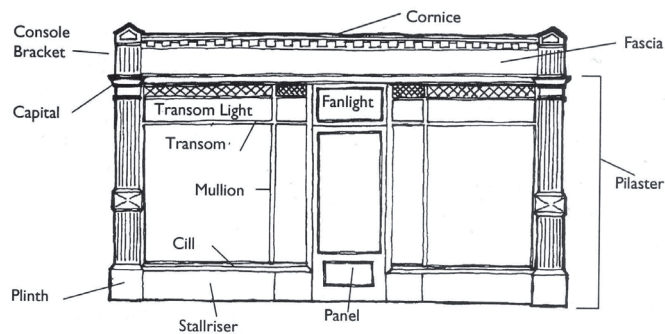
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# Introduction



Well designed shopfronts are essential to maintaining an attractive appearance for Bromley

North Village, and this document is intended to provide helpful design advice. Good quality individual shopfronts are essential to the success of the town centre, and it is desirable that shopfronts are seen in relation to their neighbours and complement them.



## Good Shopfront design principles

When designing a shopfront it is important to consider the style of building within which your business is located. The proportions and materials should take into account the general hierarchy within the street scene and the buildings as a whole.



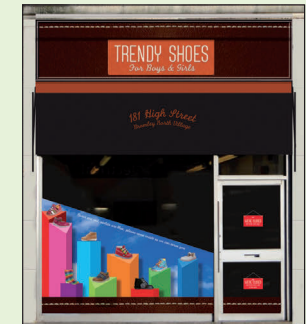
## Framing your business

A shopfront can be seen as a frame to display your product or service. The design can be either traditional or modern but basic principles of scale and quality materials should be employed.

Often shopfronts do not need to be replaced and can simply be repaired or restyled with the use of different signage etc. The Council encourages the retention of historic or original shopfronts. Below are some examples of how shopfronts can be improved without complete replacement. These examples convey a simple message about the business in a stylish and uncluttered manner.



Before



After



Before



After

# Good Design Details

## Stallrisers



A stallriser is a solid panel below the shop window which reduces the appearance of excessive glazing. Generally this is made of painted timber to match the rest of the surround but buildings such as banks often use stone. A more modern approach may use metal for example, but advice should be sought from the Council.

## Consoles



These are projecting brackets at either end of the fascia and are a popular feature of traditional shop fronts. If original examples exist, it is best not to obscure them. There may also be an opportunity to reinstate them if they were previously removed.

## Pilasters

Pilasters visually support the consoles and fascias, divide the space between shops and are an important element of the visual rhythm of the street scene.

## Materials

Painted timber is the most common material for traditional style shop fronts. 20th Century shopfronts often used metal frames to good effect but unfinished aluminium or uPVC can look out of place.

## Canopies



Victorian style retractable canvas canopies have been enjoying a revival and can give shelter to shoppers in addition to enlivening the street scene. Care should be taken however to avoid obscuring architectural details, excessive amount of advertising, garish colours or reflective

materials such as acrylic. Solid canopies and Dutch canopies are best avoided. Victorian style canopies are fitted above the fascia and have side supporting brackets, unlike some other types on the market which are more suited to domestic use.

## Fascias and Lettering

The fascia should not be overly deep and should respect adjoining shopfronts. Internally illuminated box signs are not appropriate to Bromley North Village, and the Council encourages owners to consider more traditional approaches such as hand painted or applied lettering. Such approaches are often more cost effective than factory-made signage.

Wording should also be succinct as too much lettering can create confusion and appear untidy.



## Projecting signs

Such signs should not be overly large in relation to the rest of the shopfront and should be placed at fascia level. Heavy box type signs with internal illumination are not suitable for Bromley North Village. Light hanging signs with a minimum of lettering are preferable.



## Security shutters

Solid shutters can create a dead street scene in the evening and the Council therefore encourages shopkeepers to consider alternatives such as laminated glass or lattice shutters (preferably inside the shop window) if they are concerned about security.

## Is Planning Permission Required?

New shop fronts, projecting signs, lighting or external shutters will require Planning Permission and new lettering may require Advertisement Consent. If the shop is a Statutory Listed Building, you may also require Listed Building Consent. We therefore advise that you contact the Heritage Team at the Council if you are considering carrying out any work. Telephone 020 8461 7532.



## Bromley Planning Policies

If you are submitting a planning application for a new shopfront several of our policies may apply. These include BE19 (shopfronts), BE20 (Security Shutters) and BE21 (Advertisements, Hoardings and Signs). The Bromley Town Centre Conservation Area Statement also provides useful information. Shop entrances should also be fully DDA compliant.

