

## Shopfronts

**3.82** Shopfronts are an important element that creates an identity for Sutton's shops, streets and parades. Well-designed shopfronts increase attractiveness, which may encourage investment. However, badly designed shopfronts make shops look dull, garish, brash, and uninviting, negatively impacting on the wider character of the street.

**3.83** Alterations to shopfronts and erecting advertising, especially on fascias, (whether illuminated or non illuminated) may require planning permission and advertising consent. The requirements for whether planning permission and advertising consent is needed is complex and would differ according to the site, location and scale of the proposal. Therefore, before work starts, you should seek advice from the Council's Development Control service and all applications will be assessed on its merits.

**3.84** Shopfronts should be open façades that encourage activity, interest and natural surveillance, encouraging people to look into the shop, even after office hours.

**3.85** It is argued that a solid shutter, especially erected externally, creates blank, intimidating frontages, increasing the fear of crime. To improve transparency and reduce the fear of crime, the Council discourages a solid shutter in accordance with Guidelines DCR48 and DCR49 of the Council's Designing Out Crime SPD. Planning permission is not required for internal grilles, however will be required when erecting external a solid shutter.



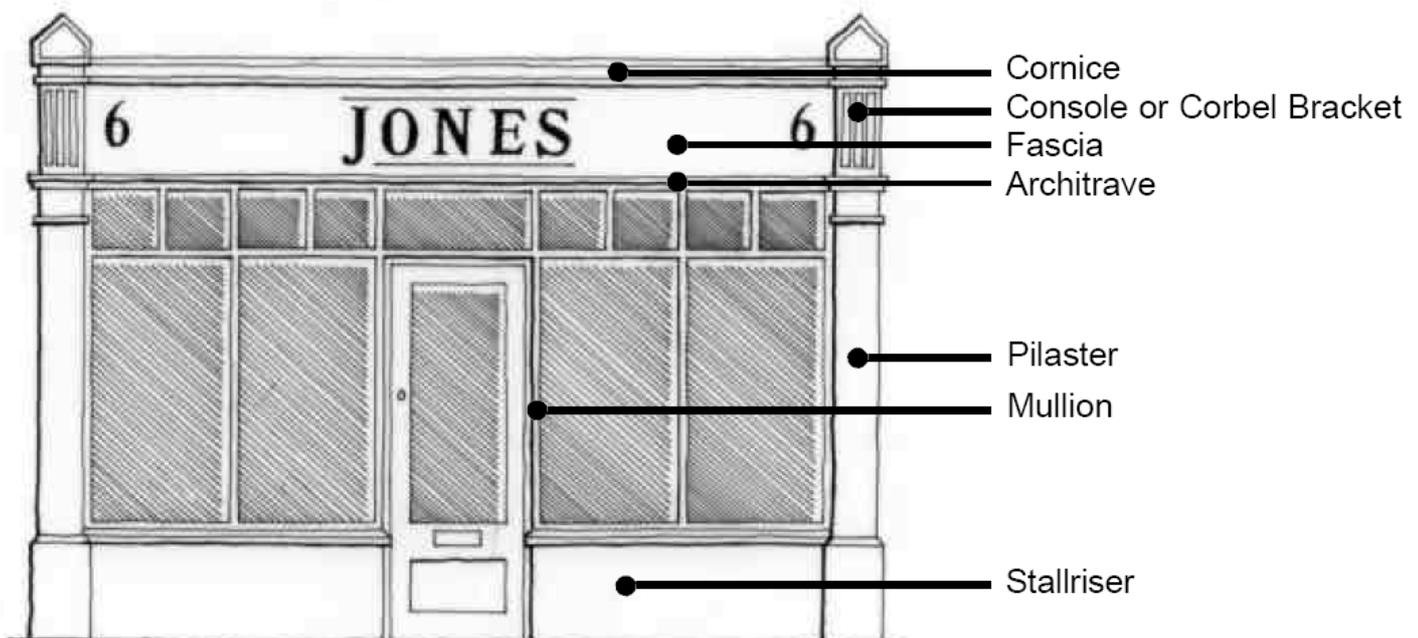
*Example of shopfront that respects the character of the building, with a discrete fascia; stallriser that emphasises the windows; and windows with a human scale using mullions and transoms*

- 3.86** The design of shopfronts should:
- have regard to the English Heritage guidance 'Shopfronts Guidance Leaflet' and 'Retail Development in Heritage Areas', especially for Listed Buildings and in Conservation Areas;
  - ensure that the pilasters clearly show support to the building above;
  - make full use of the original ground floor height and reinforce a vertical emphasis consistent with the building;
  - ensure that all the elements of the shopfront, detailed below, relate in proportion to the existing building;
  - respect the age, scale and architecture of the building
  - respect the vertical rhythm of a terraced row of shops;
  - retain and reinstate the qualities of a historic building or buildings along a street, especially Listed Buildings and Conservation Areas;
  - incorporate internal transparent

grilles, providing sufficient security without dominating the shopfront;

- not disrupt the relationship of the ground floor with the upper floors;
- create a rhythm and harmony with all the shopfronts along a street, without being monotonous;
- create an identity and distinctiveness of the building and street, especially using contemporary design where no character exists;
- ensure corporate images are modified to respect the character and context of the particular building and street; and;
- discourage blank façades and extensive shelving in front of shop windows.

**3.87** The following table contains detailed design guidance for the elements that make up a shopfront, as shown on figure 3.5 below:



*Figure 3.5: Location of the various elements of a typical shopfront*

<b>Detailed design guidance for elements of the shopfront</b> (refer to figure 3.5 for the location of the various elements of a shopfront)
<p><b>Cornice</b> should:</p> <ul style="list-style-type: none"> <li>- define the top of the shopfront;</li> <li>- interface between the shopfront and the upper floors of the building; and</li> <li>- be retained or reinstated level to the top of the corbel brackets.</li> </ul>
<p><b>Corbel Bracket</b> should:</p> <ul style="list-style-type: none"> <li>- integrate the pilaster and fascia through detailed artwork or decoration; and</li> <li>- be consistent with materials, colours and design of the corbel bracket of the neighbouring shopfront</li> </ul>
<p><b>Pilaster</b> should:</p> <ul style="list-style-type: none"> <li>- incorporate two or more vertical divisions between the shopfronts that clearly articulate and support the elements of the shopfront;</li> <li>- reinforce the vertical symmetry of the shopfront and building, possibly providing additional pilasters where the shop occupies more than one frontage unit or where an additional door is placed in the frontage;</li> <li>- respect the existing shopfront unit width;</li> <li>- consist of stone, render, painted timber, good quality terracotta, marble or terrazzo or other high quality modern materials;</li> <li>- be consistent with materials, colours and design of the corbel bracket of the neighbouring shopfront; and</li> <li>- not be cluttered.</li> </ul>
<p><b>Fascia*</b> should:</p> <ul style="list-style-type: none"> <li>- have regard to the fact that its the most prominent aspect of the shopfront, with the potential for causing the most visual harm;</li> <li>- contain the name of the shop, contact details and logos;</li> <li>- not dominate the frontage or obscure the architectural features of the building, sills or windows of the first floor or shop window below;</li> <li>- ensure that the scale and depth is in proportion with the width of shopfront;</li> <li>- ensure that the length of the fascia is contained within the width of the shopfront, between 2 pilasters. However, where the shopfront width is two or more building units, additional pilasters should disrupt the fascia and reflect the vertical emphasis of the building;</li> <li>- not be bulky box fascias, deeply projecting fascias, sub-fascias and plastic fascias;</li> <li>- ensure the materials, style, artwork and text font reflect the character of the building;</li> <li>- Ensure that shopfronts are painted in a colour that is sympathetic to the building and the surrounding area.</li> </ul> <p><b>* Application for Advertising Consent will normally be required for any changes to, or the erection of new fascias</b></p>
<p><b>Stallriser</b> should:</p> <ul style="list-style-type: none"> <li>- comprise of the solid portion of the shopfront along the floor creating a raised area for the shop window, protecting it from kicks and knocks;</li> <li>- be a consistent height along a row of shops, although could vary slightly in height depending on the style and function of the shop;</li> <li>- be a right angles with the pilaster, even on a sloping street, although it may step down along wide shops;</li> <li>- form a solid visual base to the shopfront;</li> <li>- reflect the character of the building and fascia, especially regarding the design, colour and materials; and</li> <li>- consider the nature of the street and strength of the window where no stallriser is proposed, especially on modern all glass windows.</li> </ul>

**Windows and doors** should:

- reflect the character of the shopfront and the building above;
- use mullions and transoms to subdivide the window creating a human scale, although large expanses of glass emphasising the interior of the shop may be acceptable;
- be transparent using glazing (apposed to opaque, frosted or mirrored glass that is rarely acceptable);
- ensure ventilation does not affect the proportions or appearance of the shopfront, causing unnecessary clutter, such as louvre windows or mechanical fans;
- ensure that displays do not dominate the shop window and are maintained at all times;
- ensure that shelving and packing does not restrict views into and out of the shop;
- retain or reinstate traditional recessed and decorated doors, especially where these are characteristic on a Listed Building or in a Conversation Area; and
- ensure entrances to shops are level with the floor or use ramps located inside the shop or outside the shop on a large forecourt or where this does not restrict pedestrian access on the public highway.

**3.88** Illuminated fascias and signs could negatively impact the character of a street, with wider environmental sustainability implications. However, the additional illumination could improve lighting, visibility and natural surveillance. Therefore, when illuminated fascias and signs are proposed, it should be in accordance with the following table (as prepared by the Association of Public Lighting Engineers):

<b>Illuminated Area (m<sup>2</sup>)</b>	<b>Up to 0.5</b>	<b>0.5 to 2.0</b>	<b>2.0 to 5.0</b>	<b>5.0 to 10.0</b>	<b>Over 10</b>
<b>Zone 1:</b>	<b>Non in LB Sutton</b>				
<b>Zone 2:</b> Sutton Town Centre	<b>2900</b> cd / m <sup>2</sup>	<b>2300</b> cd / m <sup>2</sup>	<b>2300</b> cd / m <sup>2</sup>	<b>1500</b> cd / m <sup>2</sup>	<b>1200</b> cd / m <sup>2</sup>
<b>Zone 3:</b> District Centres	<b>2000</b> cd / m <sup>2</sup>	<b>1600</b> cd / m <sup>2</sup>	<b>1200</b> cd / m <sup>2</sup>	<b>1000</b> cd / m <sup>2</sup>	<b>800</b> cd / m <sup>2</sup>
<b>Zone 4:</b> remainder	<b>1000</b> cd / m <sup>2</sup>	<b>800</b> cd / m <sup>2</sup>	<b>600</b> cd / m <sup>2</sup>	<b>600</b> cd / m <sup>2</sup>	<b>400</b> cd / m <sup>2</sup>
<i>Source: Association of Public Lighting Engineers</i>					

**Advertising hoardings**

**3.89** Advertising hoardings are those large boards (sometimes as large as 4.5m<sup>2</sup> and 9m<sup>2</sup>) seen on the sides of roads, buildings and at railway stations. The Council considers that these advertising hoardings can have a detrimental impact on the visual amenity of the streetscene and may have significant safety implications on the wider area. However, the Council acknowledges that advertising is essential to commercial activity and therefore puts forward the following design guidance for the location and design of advertising hoardings.

**3.90** The Council will strictly control where advertising hoardings may or may not be suitable on their individual merits and in accordance with current planning policy, including Planning Policy Guidance note 19 (Outdoor Advertising Consent), and in particular the 'Criteria for Deciding Applications and Appeals' contained in the annex to PPG19.

**3.91** Should the location of an advertising poster or hoarding be deemed appropriate, the Council will ensure that the design of the advertising hoarding meets the