

## APPENDIX B

**The Design of Shopfronts**

Proposals for new shopfronts or the replacement of existing shopfronts will be considered against the following criteria:

- i) Shopfronts which incorporate Georgian, Victorian or Edwardian features in their entirety will be retained.
- ii) Existing features of shopfront design dating from the Georgian, Victorian or Edwardian eras, such as pilasters, brackets, cornices and timber fascias, will be retained and incorporated in new shopfront designs. Where significant traditional features remain, the proposed shopfront will take into account the use of materials to match these features and the design will reflect their character.
- iii) Where redevelopment of the ground floor of a building dating from before 1945 is proposed, including the installation of a new shopfront and signing, and criterion i) does not apply, account will be taken of:
  - iii(a) the need to retain or re-emphasise the individual character of buildings within the townscape. Development which incorporates design elements extending across the full width of the ground floor frontage will be resisted. The vertical separation of individual buildings will be emphasised by the extension of the existing materials of the facade of the building to ground floor levels. Proposals for development across the ground floor frontage of more than one building will take into account the individual character of the buildings concerned, and express this individuality in the design of the shopfront;
  - iii(b) the use of materials. Materials which are not sympathetic to the texture and colour of the building will be resisted;
  - iii(c) consistency in the use of facing materials at ground floor level where individual buildings are sub-divided; and,
  - iii(d) subject also to criterion ii) and where due account is taken of the scale and proportions of the building, a new shopfront which is modern in design will be considered within the context of the retailing activity and particular requirements of lights, display and accessibility.
- iv) Where redevelopment of the ground floor of a building dating from after 1945 is proposed and a new shopfront is to be installed, account will be taken of the choice of facing materials. Where an individual proposal forms part of a larger building, there will be a consistency in the use of facing material across the ground floor frontage, and it will complement the existing external fabric of the building at first floor level. The use of materials which are not sympathetic to the texture and colour of the building will be resisted.
- v) Where a replacement shopfront is proposed and the height of the existing shopfront is disproportionate within the overall scale of the building, the opportunity will be taken to lower the fascia, or the shopfront in general, to re-establish a more sympathetic relationship between the ground floor and upper floors.
- vi) The shop front will not incorporate a solid shutter mounted either internally or externally, which when lowered will significantly obscure the view through the shop window or the appearance of the shopfront.
- vii) The shopfront will not incorporate an external canopy, although traditional retractable blinds will be permitted.