



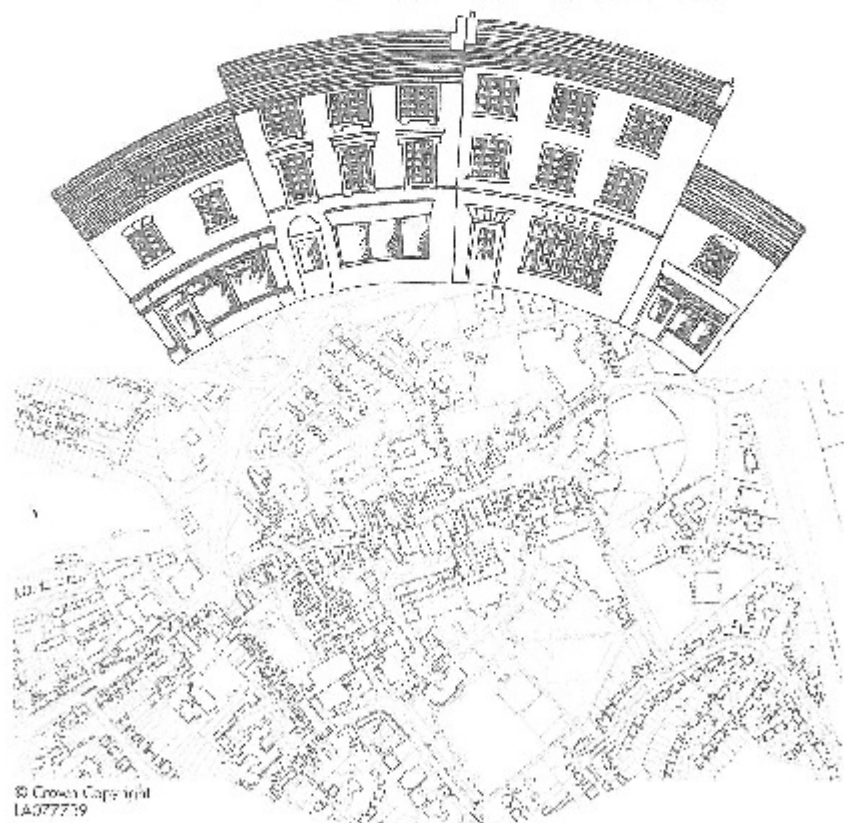
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# PLANNING DEPARTMENT SUPPLEMENTARY PLANNING GUIDANCE DAVENTRY CONSERVATION AREA SHOP FRONTS DESIGN GUIDE



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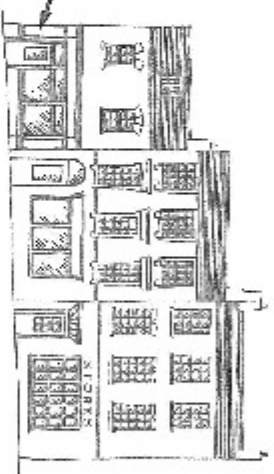
This Guide is mainly for those altering or installing shop fronts or erecting shop signs in Daventry Conservation Area. This includes Brook Street, High Street, Market Square and Sheaf Street. The Guide's basic principles can apply to other town centre shops

## THE WHOLE BUILDING

A shop front must be designed to fit in with the whole building.

Shop front's height, width and level should reflect height, width and level of whole building.

Pilasters used to frame shop front and keep buildings visually separate. If shop ownership straddles two or more properties, the shop front should still be sub-divided.



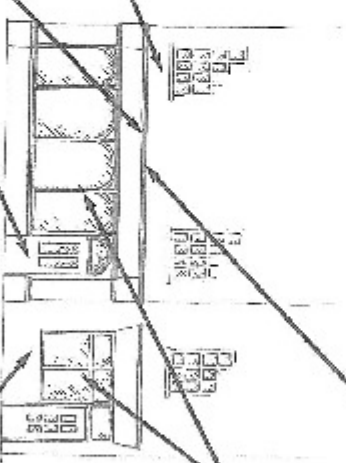
## THE SHOP FRONT

Where an historic shop front remains wholly intact, this should be kept, as it is a unique character advert for the shop and for the town.

When changing other shop fronts, it is good to keep old features of merit such as cornices, friezes and alleyway openings where they exist.

Whether for altered or completely new shop front, there are basic features to include:-

- Gap between fascia and first floor window sills.
- Traditional fascia to be used, not plastic panel or box fascia. Fascia's height, width and depth in proportion with shop front.
- Slightly recessed doorway is traditional and inviting. Make entry easy for prams and wheelchairs.



Cornice or capping completes the shop front's frame and concentrates shoppers' eyes on the ground floor window display. Also allows fascia to be angled and easier to read from pavement.

Several windows add interest, increase security and invite shoppers to peer in. Large expanses of glass are less eye catching and not traditional.

If extra security needed, use internal mesh grills or lattice shutters — projecting shutter boxes and solid shutters not suitable.

Stallriser as base for shop window; at least 1/2 metre high normally.

**SIGNS & ADVERTS**  
**LIGHTING**

**Signs and adverts only on frontages directly facing highways.**

Main signs and adverts within fascia.

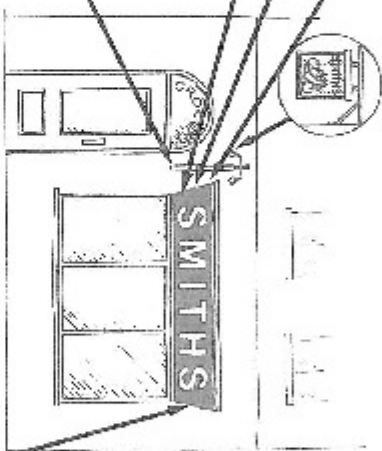
Name or trade of premises only.

Simple lettering, in proportion to fascia depth, is easiest for shoppers to read.

On stone frontages, individual wooden or metal profiled letters are easier and less damaging to fix.

If projecting sign wanted, simple hanging sign on traditional bracket adds character.

Signs for different upper floor commercial uses are either to be located at ground floor level or etched on the inside of upper floor windows.



Nearly all illuminated signs and adverts require District Council's consent.

**Flashing Signs are not permitted.**

If illumination is necessary, external downward lighting from strips fixed closely to fascia area is best. Old style spotlights are an alternative light source. Illuminated fascia panel not permitted.

Internally illuminated letters (but not their returns) might be permitted if external lighting is impractical, such as where letters are directly fixed to walls.

Alternative lettering examples:-

*SMITHS*     *Smiths*     **SMITHS**  
*Smiths*     **SMITHS**     *Smiths*

**COLOUR AND MATERIALS**

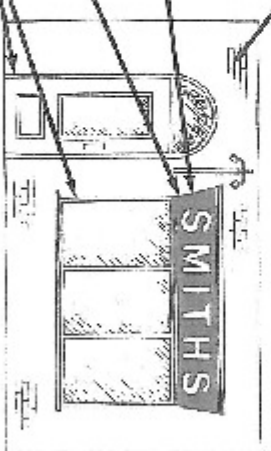
Matching materials for repairs to original facings.

Traditional materials, like wood, are best for new work.

Wooden Fascia with letters and logo painted on.

Lettering in subdued colours; backboard usually darker so as to emphasise letters.

Wooden shop front, painted or exposed finish. Door matches windows.



Avoid mosaics, marble, standard laminates, shiny tiles, aluminium and stainless steel as these are often too modern.

**SUMMARY**

Daventry District Council has adopted this Guide as policy in the Daventry District Local Plan. The Guide does not remove any need for planning permission, advert consent or any other consents required by statute.

Daventry town centre is the district's shopping focus. The historic buildings and streets create a popular and attractive market town image. The Council's strategy is to enhance this attraction and increase trade for the benefit of residents, traders and visitors. This Guide shows how shop fronts and signs should be designed for this environment.

To attract customers to it, the shop's front must be inviting. In the town centre, each shop needs nearby shops to attract customers so that the whole area thrives. So all shop fronts must look good and must blend together to produce pleasant shopping streets. It is this general look of the shopping area that will help town centre shops prosper and compete with other shopping centres.

**PLANNING PERMISSION & CONSENTS**

This Guide sets out the principles of good design that should be adopted when planning permission or advertisement consent is sought from the District Council. Most alterations and new designs need planning permission or advertisement consent. It applies to all commercial traders, such as building societies and food outlets, not just shopkeepers. It particularly applies to corporate operators as corporate designs can be unsuitable for the conservation area unless modified.

**FURTHER INFORMATION**

**For specific advice on statutory requirements relating to disabled customers, please ring Building Control Services on 01327 302470**

**For further help and advice in submitting planning applications for shop fronts and adverts please contact :-**

**PLANNING DEPARTMENT**

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