

Shopfronts and Roller Shutter Grilles





Shopfronts and Roller Shutter Grilles

This guide is one of a series of leaflets that will provide information and advice on the services offered by the Directorate of Development and Renewal. In addition the Directorate offers a wide range of other services from Building Control, Access to Employment, Inward Investment and Major Projects including Transport Infrastructure. Housing services are also now part of Development and Renewal. For an introduction to these services please access the Council's website (address on back of leaflet). This guide covers the following:

1. Shopfronts and the built environment.
2. General approach to shopfront design.
3. Accessibility.
4. Roller Shutter grilles.
5. Further information.

This guide provides general information and guidance and does not represent the Council's detailed planning policies. These are contained within the legal planning framework and provide detailed policies upon which applications for planning permission will be considered. Permission will normally be required for any alteration to a shopfront or its replacement/modification in whole or part. In all cases, detailed advice may be obtained from the Council.

1. Shopfronts and the Built Environment

The Borough's shopping parades, local and town centres are important in defining its character and appearance. They are an integral part of the Borough's social and economic heart, serving the needs of local people in terms of providing goods and services, but also attracting shoppers from outside of the Borough and generating inward investment.

The appearance of these areas is therefore crucial in giving out a positive message to attract individuals and business. The importance of buildings that look of the highest quality and are accessible to all is fundamental. The design and appearance of shopfronts is of major significance.

Poor quality and unattractive buildings can detract from an area, discouraging customers and encouraging anti-social behaviour. By contrast, quality, well-maintained buildings could have a highly positive effect, attracting new businesses and customers. The appearance of shopfronts is therefore very important.

The last 20 years has seen rapid change, with many older shopfronts of traditional design and merit being replaced by aluminium ones of poor design. The Council now hopes to reverse the negative effects of this change through its planning policies and guidance notes.



2. General Approach to Shopfront Design

The basic requirement for assessing new shopfronts is that it is of a scale and design that is consistent with the character of the building frontage that it relates too. For example, a modern aluminium shopfront will not normally be permitted in a Conservation Area, on a Listed Building or where an area has a special character. In these cases, the Council will expect a high quality shopfront that is constructed in traditional materials and at appropriate proportions to maximise its visual benefits.



However, the Council does not discourage modern design and innovation in materials, where this is appropriate.

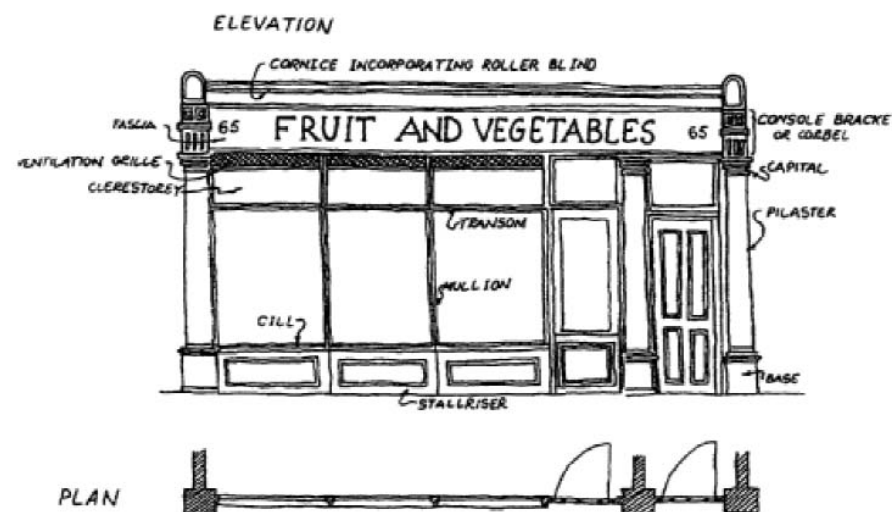
2a. Materials

Traditionally, shopfronts are constructed from high quality materials. Painted softwood is both traditional and a highly versatile material that enables high quality traditional detailing such as mouldings and sections which add to the quality of appearance. Softwood can also readily be obtained from sustainable sources and can be more energy efficient/environmentally preferable to other material options such as aluminium.

However, the Council accepts that in the case of more modern buildings and in areas that are not the subject of special controls, other materials for shopfronts can be acceptable, provided that they are of good quality and well designed in accordance with the general principals set out in this information guide.

2b. Shopfront Designs

The illustration below, provides guidance on the main elements necessary for a quality shopfront design.



2c. Stallrisers

It is important that a shopfront is based on a sound framework that reflects the design of the main building. Stallrisers will always be required on traditional shopfronts. A stallriser is the 'base' of a shopfront and protects it from damage. A quality stallriser would typically be timber with architectural mouldings, but could also be brick (in less traditional shopfronts) or tiles.

2d. Fascias

Shop fascias should be considered as part of any new shopfront. They should normally be no more than 500mm deep and not higher than ground floor level. Advertisements will require separate consent if they are to be illuminated and the Council has produced a separate information guide to assist further.

2e. Architectural Details

Typical shopfronts reflect individual shop units, and it is important when designing them to respect historic features such as plaster and cornices. Where separate entrance doors for access to the upper floors are to be provided, it is important that these are designed to reflect the scale and proportion of the rest of the shopfront, even if a solid panel door is to be provided in preference to a part glazed door, more typical of a shop entrance. Single shopfronts should also reflect the individual buildings, a continuous shopfront across separate properties will not normally be permitted.



3. Accessibility

It is important, and a requirement of the Building Regulations, that shopfronts are accessible to all. Doors should therefore be wide enough to accommodate wheelchairs or double buggies and be provided with a level access. Where shopfronts are higher than the road, the Council will require that the entrance door be recessed to accommodate a ramp.

4. Roller Shutter Grilles

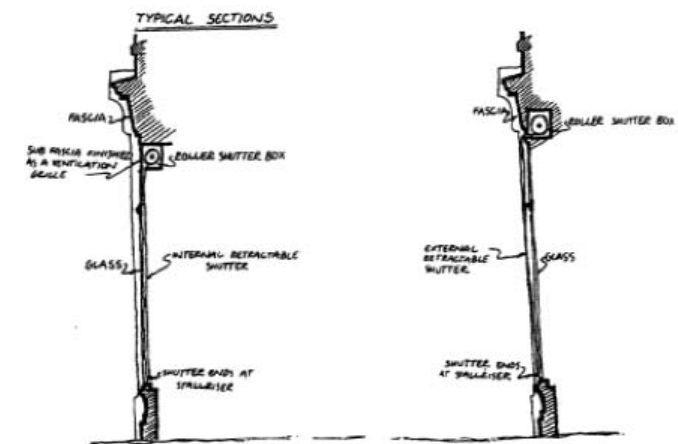
Many shop owners believe that to ensure their shop units are safe and secure, solid roller shutter grilles represent the best possible form of security. This form of shutter has the opposite effect. They create a hostile environment attracting graffiti and vandalism.

Shopfront displays that are well lit and visible after hours deter vandalism and theft and encourage people to use the street at night. Shopping areas become more attractive and livelier, making the Borough a better place to be.

For these reasons, the Council encourages the use of open mesh type roller shutter grilles, or perforated steel that is powder coated in a colour and curved to discourage graffiti. For best results these can be set behind the glass.



Wherever possible, roller shutters should be designed as an integral feature of the shopfront, with the box housing located internally behind the fascia display. External roller shutter boxes are normally considered unsightly and will not be permitted.



For translation phone:



Albanian	Për përkthim, telefono:	Lithuanian	Vertimui, skambinkite:
Amharic	ለባዘገጠው ለጽሑፍ ተተርጉሞ ለማግኘት ስልክ ያውል	Malayalam	പരിഭാഷക്കായി വിളിക്കുക
Arabic	:للترجمة ، اتصل	Polish	Po tłumaczenie, zadzwoń pod:
Bengali/ Sylheti	অনুবাদের জন্য টেলিফোন করুন :	Portuguese	Para tradução, telefone:
Chinese	如欲索取翻譯，請致電：	Punjabi	ਤਰਜਮੇ ਲਈ ਫੋਨ ਕਰੋ:
Croatian/ Serbian	Za prijevod, nazovite:	Russian	Для перевода, позвоните под номер:
Czech	Pro překlad volejte:	Somali	Wixii turjumid ah, wac:
Farsi	:برای ترجمه با تلفن زیر تماس بگیرید:	Spanish	Para traducción, telefonée:
French	Pour obtenir une traduction, veuillez appeler :	Swahili	Piga namba hii ili upate makaratasi yaliyotafsiriwa:
Greek	Για μετάφραση, τηλεφωνήστε	Turkish	Tercüme İçin, Telefon
Gujarati	તરજૂમા માટે ફોન કરો:	Twi	Se won te brofo na wo pe mboa, fre me
Hindi	अनुवाद के लिए फोन करें:	Urdu	:ترجمے کیلئے فون کریں:
Japanese	翻訳に関する電話は：	Vietnamese	Muốn bản phiên dịch, gọi số:
Kurdish	:تەلەیفون بو تە رجومه	Yoruba	Fun itumọ ede, ẹ pẹwa si ẹrọ-ibanisọrọ yi:

020 7364 5009

Also for large print, audio or braille

5. Further Information

The Council encourages and welcomes pre-application discussions with the community and businesses and can provide further detailed guidance by contacting 020 7364 5009.

Further details are available in the Council's supplementary planning guidance entitled Shopfront Design, available to download at:
www.towerhamlets.gov.uk/data/planning/downloads/pdfs/spg-shopfront-design.pdf

Alternatively, you may wish to visit the Council's website
www.towerhamlets.gov.uk for further general information.



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