

DESIGN TO SUIT THE BUILDING AND THE LOCATION

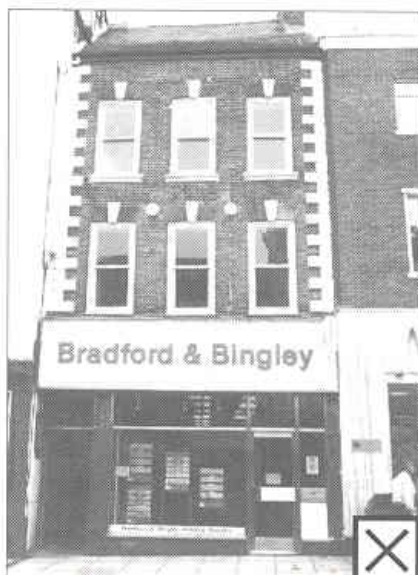
Replacement Shopfronts

In the past many original shopfronts have been replaced with aluminium frames and perspex fascia signs. Whereas the original shopfronts were carefully designed, well proportioned and suited to the character of the building and the street generally, the modern replacements have often been badly designed, without consideration for the whole of the property, or buildings and shopfronts on either side.

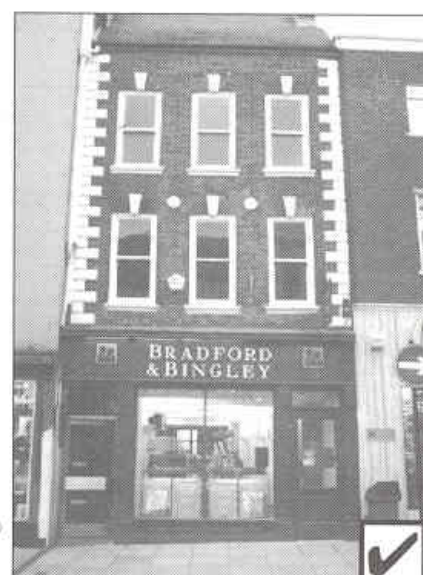
Where this has happened the shopkeeper may decide to install a new and more appropriate shopfront. This provides a good opportunity to improve the image of the business which is being operated from the premises, and could also result in a contribution to the general improvement of the appearance and attractiveness of the shopping street.



Modern replacements are often badly proportioned and do not take account of the architecture of the building



(Before)



(After)



Replacement of a poorly proportioned shopfront with a more appropriate design



The whole building has to be considered when a new shopfront is designed, not just the ground floor. Otherwise the

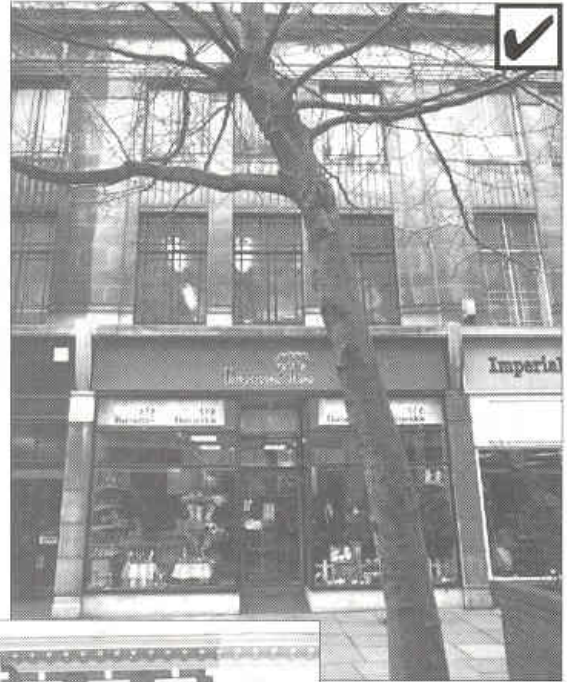
upper floors appear separate and unimportant and the character and appearance of this building and the whole

street can change.



▲
A shopfront design that ignores the upper floors spoils the appearance of the building and the street scene

The Oxboode



Northgate Street



▲▲
These thoughtfully designed shopfronts emphasise and enhance the whole of the buildings they occupy



Westgate Street



Eastgate Street

▲ Further examples of shopfronts
 ▲ designed to suit the whole building



Eastgate Street

However, the design and materials to be used need to be thought about very carefully if the alteration is to be successful. Planning Officers of the City Council will be able to give you advice, but you will need to employ an experienced designer or

architect to prepare detailed drawings for you, in order to submit an application for planning permission.

(See sections on Planning Permission and Employing an Architect or Designer under "Getting the Work Done").