

Variety and Detail of Design

In order to encourage interest and vitality in the shopping street, it is necessary to have individual and varied approaches to the design of shopfronts. Rows of the same style can sometimes appear monotonous and do not reflect the wide variety of building types which often exist together.

Whilst in traditional properties

new shopfronts generally should be of a traditional style, it is inappropriate to follow a single 'pattern book' design. Each shopfront can be an individual approach, but based on traditional proportions, materials and details. (see "Shopfronts and Advertisements in Historic Towns" for illustration of the elements of traditional shopfront design).

Designs for traditional and historic properties must be historically and architecturally accurate, and reflect local styles and traditions wherever possible. This will be particularly important on listed buildings.

Individuality can also be achieved through choice and use of colour and by lettering styles.



▲ *Interest and vitality should be encouraged in the shopping street.* ▲