

# SHOPFRONTS

& Advertisement Design

**A guide to shopfronts and advertisement design**



**SALISBURY**  
District Council



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# SHOPFRONTS & Advertisement Design

## INTRODUCTION

Salisbury is perhaps the best surviving example of a mediaeval planned city in England. It has a special character and "sense of place" created by the buildings, local building styles and materials and the mediaeval pattern of the streets and chequers. Within this context, shopfronts and advertisements have an important contribution to make to the character of the area and the quality of the environment.

Whilst it is acknowledged that shopfronts and advertisements are designed to attract attention, it is important that care is taken to ensure that the design and materials of individual shops do not clash with, or detract from, existing attractive features of the building or the area. It should be possible to create attractive, individualistic eye-catching shopfronts which enliven the streetscene, without introducing discordant elements.



**Fig 1: "Watsons"**  
Queen Street, Salisbury.

This leaflet therefore sets out Salisbury District Council's policies in respect of shopfronts and advertisements, together with guidelines for good shopfront design. The information given applies equally throughout the district. However we aspire to the highest standard of design and materials for Listed Buildings and Conservation Areas.

*In this leaflet "shop" is defined as including all retail premises, whatever their location, and all commercial premises, including banks, betting offices, restaurants, public houses, estate agents and building societies within shopping areas.*



Where consent is given for a new sign, it will normally be for a period of five years, although the sign may continue to be displayed unless the Local Planning Authority actively seeks its removal.

*We have included examples of actual shops in this leaflet as we feel these best illustrate the issues discussed. The inclusion of the 'negative' examples is not intended as a criticism of the occupiers as these shopfronts were approved by the authority. They are included rather so that we can benefit from past experience.*

## General principles and policies

- Where the existing shopfront or shop sign contributes to the character of the building and the surrounding area it should be retained.
- Other shopfronts which, although altered, still retain much of their original character and which contribute to the historic ambience of the area should also be retained. Permission will normally only be granted for their repair or restoration.



**Fig 2:**  
*An attractive glazed tiled historic shopfront, somewhat spoilt by the contemporary signage.*

- Historic adverts, features or signs - which have a long association with the building, should be retained where possible. For example, where a sign has been painted on to a wall - this should be retained, or where glazed tiles have been used in the design of the shopfront - these should be retained and a scheme developed around such features.
- Where an existing shopfront or shop sign that is unsympathetic to the character of the building is proposed for renewal, the proposed alteration should aim to improve significantly the appearance by integrating it into the building in terms of its design, appearance and scale. Existing features of historical or architectural interest should be retained and integrated into the new overall design.
- Shopfront design should take into account the age and architectural style of a building, and should deal with the building as a whole. For example a shopfront must not attempt to visually separate the ground floor from the rest of the building, or to over-emphasise a fascia.
- New shopfronts will only be permitted where the design is of high quality.
- Replacement shopfronts or shop signs for historic buildings should generally reflect the historic details of the building with a traditional style of shopfront and by utilising traditional materials. They should be designed to respect the period and style of the building and the form and proportions of the superior shopfronts or shop signs in the local area.
- Refurbished and new shopfronts should be contained within the space originally designed for the shop unit.
- Refurbished and new shopsigns should be in proportion with the building and should not unduly dominate any elevation. Generally signs should be contained within any space originally designed for them and should not obscure the surrounding façade or traditional elements.



**Fig 3:** An example of a traditional recessed doorway. Decorative Victorian floor tiles survive in the entrance 'foyer'.



**Fig 4:** Another example of a recessed doorway. The glass of the shopfront is divided by the Arts and Crafts style leaded lights, which also reflect the style of the building above. There is no fascia so the lettering is applied directly to the building in the fascia position.

