

SHOP FRONTS IN STROUD TOWN CENTRE



A DESIGN GUIDE

SHOP FRONTS IN STROUD: A DESIGN GUIDE

Introduction

It is known that historic towns with smart and well-maintained shopping areas are more attractive to visitors. Pleasant surroundings improve trade and encourage economic growth. Well designed shop fronts have a major role in creating an attractive retail environment. They create the impression of a cared for, prosperous town, with a clear identity.

Much of the charm of an historic town like Stroud, lies in its locally-distinctive character and the quality of its individual buildings. This leaflet guides you through the different aspects of good shop front design that will give Stroud shops a level of coherence, ensuring that the individuality of the buildings and the character of the town will be maintained.

Today, the character of Stroud town centre is one of strong contrast between Cotswold stone and red brick. This reflects not only the geology of the town, but also its history. The piecemeal evolution of the High Street, for example, is clearly evident. Buildings with a variety of materials, styles and sizes directly abut one another.

The majority of town centre shops are in a designated Conservation Area, and some are Listed as being 'buildings of special architectural or historic interest.' (To find out if your property is Listed, follow the Stroud District Council guidance at www.stroud.gov.uk or phone **01453 766321**).



The Fascia

- Do not make it too big, keep it in scale with the overall building
- If the shop covers more than one building, use individual fascias for each building, not one large unified block
- A gap should be left between the top of the fascia and upper window sills
- New fascia boards should not be added over the top of an existing one
- National companies will be expected to be aware of the sensitive area of the Town and not impose wholesale corporate identities
- Internally illuminated fascias are discouraged. It is possible to light fascias by spot or floodlights
- Choose painted fascias with traditional style sign writing. Individual three dimensional letters are acceptable

When it comes to looking at your individual building...

- Consider its overall scale and appearance – what is it built from?
- Find out if there is an original shop front hidden behind a modern frontage (Stroud District Council or your agent may be able to give you some history of the building)

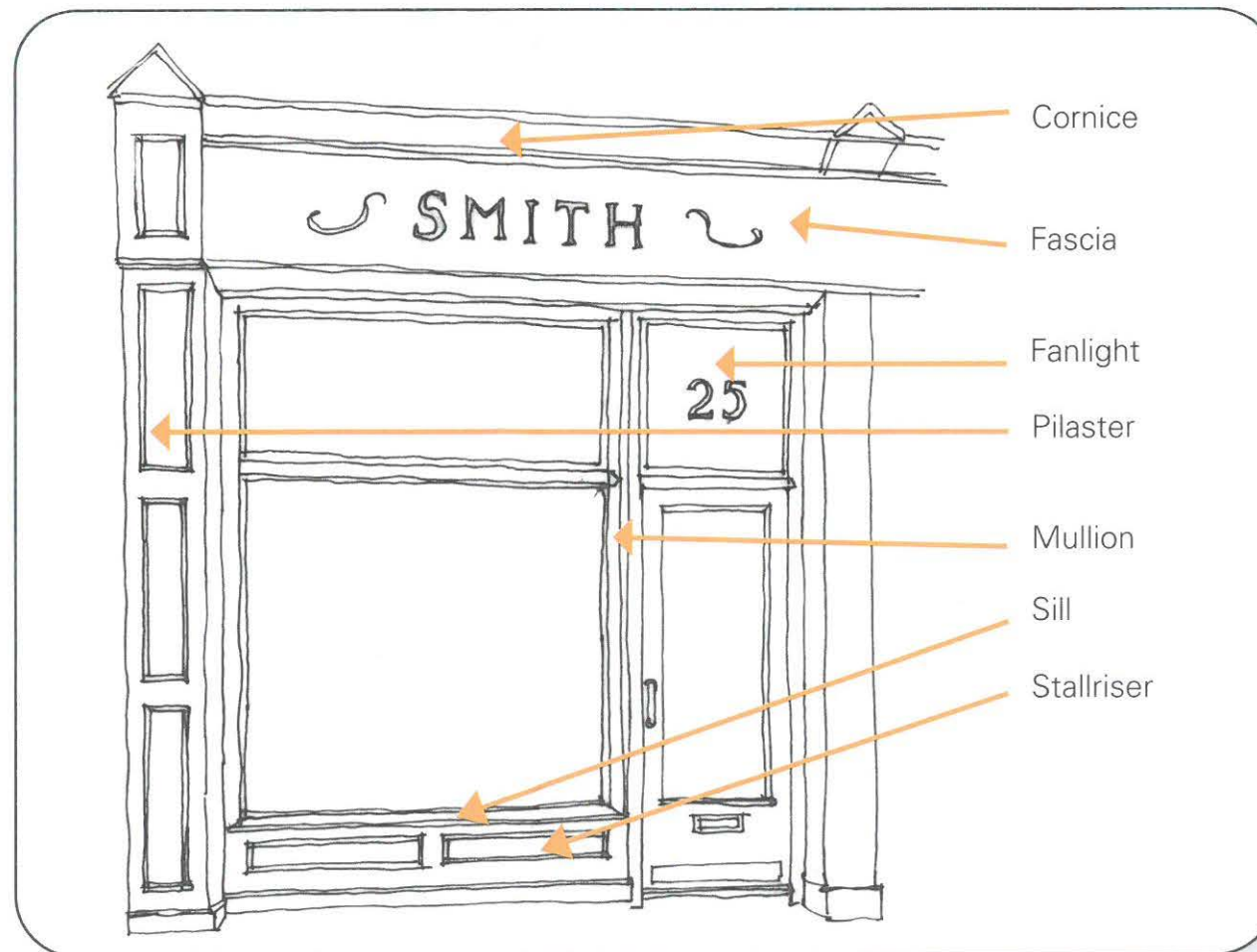
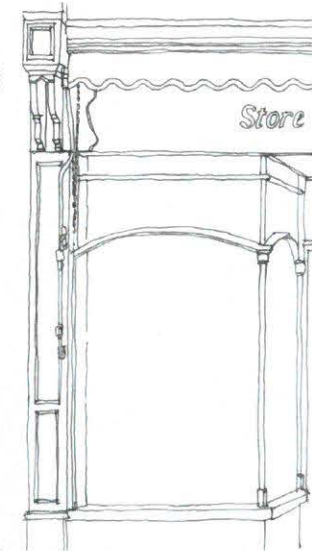
New shop fronts should:

- Reflect the original construction materials – do not introduce too many new materials.
- Clearly display the shop numbers.
- Be built using timber from a sustainable source.

Avoid:

- Plastic, glazed tiles or plywood. MDF and aluminium frames are inappropriate.
- Incorporating large expanses of plate glass. The effect of subdivision by timber mullions can be achieved at reasonable cost.
- Painting in strong, garish colours. Yellow, orange and pink are unsuitable for a shop front. Pastel or 'heritage' colours contribute to the character of the area, along with strong, complementary colours on wooden surfaces.
- Painting of any stone that has not already been painted.

Certain traditional features are commonly found on shopfronts. These should be preserved if still existing and reconstructed, if possible.



For information on fire safety and disability discrimination see:

- www.firesafetylaw.communities.gov.uk
- www.opsi.gov.uk/acts/acts1995/1995050.htm

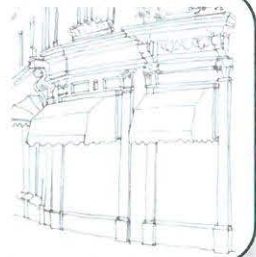
Pilasters

are a traditional feature and may not appear to be appropriate for a modern style of shopfront, but the principle of providing a clear division between shopfronts, and visual support for the upper façade through solid supports still applies.



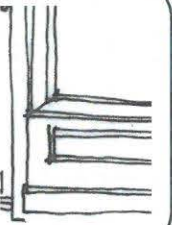
Blind Boxes

still exist on many of the shop fronts in the town. Fan or flat retractable blinds, the same colour as the fascia adds character to the street and will be encouraged.



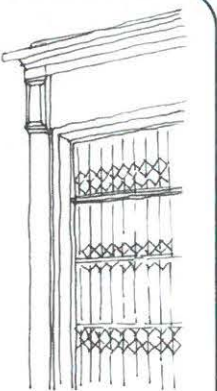
Stallrisers

should be retained on all shop fronts. The stallriser should incorporate a moulded projecting sill to give a strong junction with the glass. It provides part of the frame for the overall shop window.



Security

- Open link retractable shutters can be installed inside the shop window, allowing light to illuminate the street, encouraging window shopping at night
- An alternative is a self coloured, internal, removable grille
- External security grilles will be actively discouraged
- Small paned windows might be less of a temptation to wilful damage than larger sheets of plate glass



Doors

Entrance doors should not dominate the shop front.

- Traditional recessed doors with step-free entrances allow easy access for wheel/push chair users
- All non-Listed external doors should open outwards
- A solid panel at the base of the door will reflect the line of the stallriser
- Fully glazed doors should have a coloured logo or suitable sticker on them to warn the partially sighted
- A post box should be accessible.

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Grants and other assistance

At times, Stroud District Council may have programmes which support shop front improvements. Up-to-date information on all grants can be found by searching for 'grant' on www.stroud.gov.uk.

This leaflet gives guidance on the design of shop fronts within Stroud town centre. It should be used in conjunction with Stroud District Council's Shop Fronts and Advertisements – A Guide to Design Policies available from the Planning Department of Stroud District Council on **01453 766321**.

This leaflet has been prepared by Stroud Town Council, which actively seeks to enhance the town centre environment.

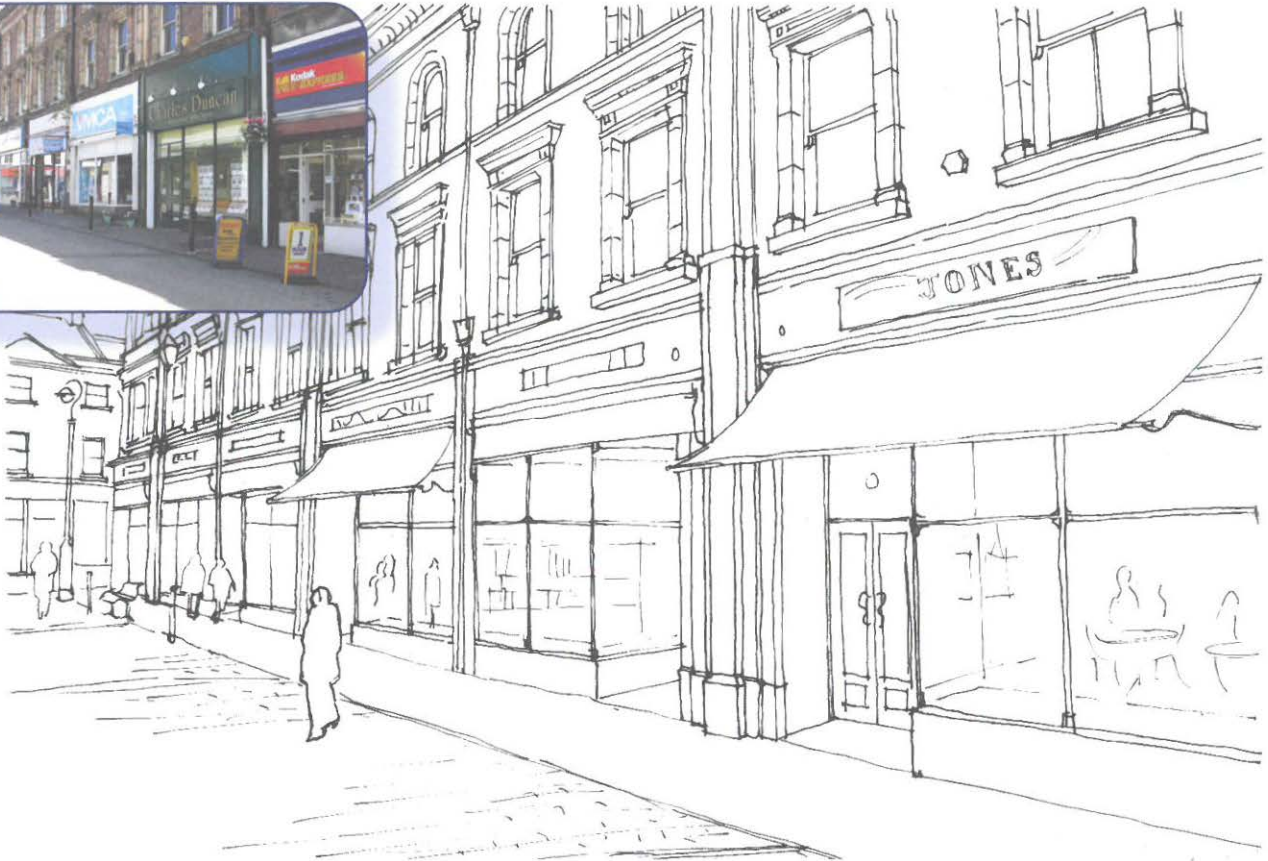
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Artist's impression of George Street and (inset) George Street today



Artist's impression of Kendrick Street and (inset) Kendrick Street today