

Design guidelines

It is important to establish a strong and attractive shopfront scheme for Whitburn Town Centre, in order to support the promotion of the town as a retail and visitor destination. In doing so, it is also important to ensure appropriate design and quality is achieved when undertaking shopfront alterations.

Many shopfronts have been altered from their original state over time and even relatively modest proposals can have a positive effect in bringing a shopfront back to its original character.

It should be noted that works to shopfronts might need planning permission and/or building warrants and the installation of advertisements / signage may require advertisement consent.

General design

Where a shop occupies more than one building, any replacement of the shop front should take account of the individual buildings and should not be designed as a unified whole extending across both façades.

The corporate styles of multiple stores should be adjusted to suit local circumstances.

Traditional features

Traditional shop front *stallrisers* – the part of the elevation filling the area between the shop window and the pavement – and cills should be retained if original and treated simply in flat timber or render and coloured to match the rest of the shop front. The stallrisers should not be made into features through tiling, advertisements, paneling or painting in dramatically contrasting colours.

Recessed doors should be retained if they survive.

Traditional features such as pilasters - rectangular supports that resemble a flat column - surrounds and cornices should be retained if they survive.

Fascias

The opportunity should be taken to return enlarged fascias - the area at the top of the shopfront where the sign is situated - to their original depth.

Materials

Where new work is required, traditional materials e.g. timber should be used. Aluminium, tiles, mirrors, PVC, laminates etc. are not generally appropriate.

Colours

Pure white, purple, lilac, bright red, light colours and pastels are not usually appropriate.

Lower sections, where staining can occur, often look best when painted a very dark colour such as black or slate grey.

Signage

Hand painted signs are preferred, but high quality applied lettering of a non-plastic or non-reflective materials can also be effective.

Where a fascia board exists, lettering should be applied flush to the board and be no higher than four fifths of the height of the fascia board.

Lettering should be limited to the minimum information relating to the shop and its service. Lettering should not be applied to any sub-fascia or other parts of the façade.

Colour for signage could attempt to incorporate a local theme, building on the local colour palette to help strengthen the sense of community and identity.

Sponsored fascia signs are rarely appropriate unless they conform to the standards identified above.

Hanging signs can be effective but projecting box signs, whether illuminated or not, should be avoided.

Window advertisements

Covering the shop window with signs and advertisements does little for the street scene as a whole and such clutter should be avoided.

An imaginative or simple window display can be more effective than a profusion of signs and bills posted behind the glass.

