

# Thornliebank Shopfront Improvement Scheme



## Thornliebank Shopfront Improvement: Guidance Notes

Attractive shopfronts can help transform streets and trading potential, with renewed kerb appeal improving local livelihoods and making Thornliebank a better, more desirable, place to be. The aim is to create attractive, well-kept, shopfronts that showcase traditional design in a contemporary setting.

A shopfront is constructed of a series of architectural elements, each of which has a specific purpose. Small details are important and while apparently individually unimportant, these can make a significant contribution to the look of the shop. It is therefore important to consider the whole frontage.

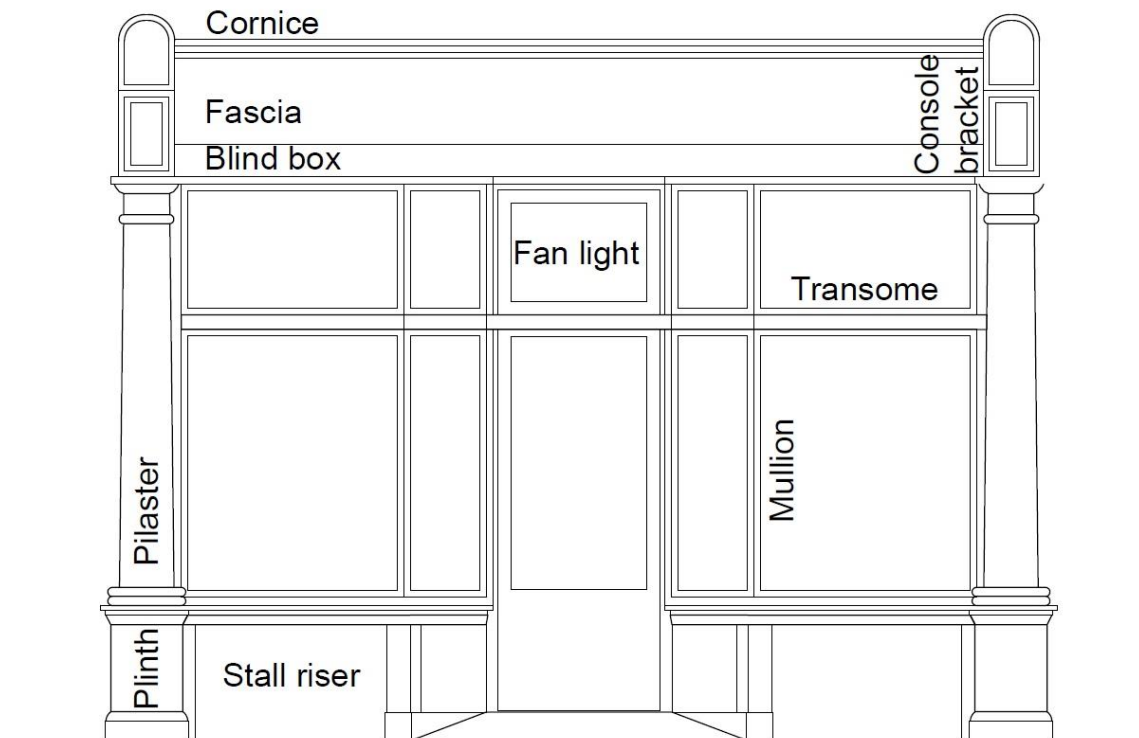
**Fascia** - the area below the cornice used to display lettering. The size and design will depend on the period of construction.

**Fanlight** - Traditional shops usually have a small window above the entrance door. The fanlight allows natural light into the shop and also contributes to the aesthetic appearance of the building, so it should not be blocked up or painted over.

**Pilasters** are an important feature which frame the shopfront. They are an applied decorative element in the form of a column, shaft and base, which projects slightly from the wall but is generally not structural in nature. Pilasters may be decorated or plain.

The **stallriser** is an important element in the appearance of a shopfront. It is the area between the window sill and the pavement and may be covered with render, paint or tiles. It should be full width as per the sign above and painted or tiled using a darker colour to rest of wall.

**Shop signs and lettering** should respect the style of the shopfront, the wider townscape and the retailer. Signage which is creative and attractive can be highly successful. In contrast, signs which are inappropriate in size, style or material can seriously detract from the overall appearance. Oversized fascias and cluttered displays can have a negative effect on the streetscape.



*Basic elements of traditional shopfront design*

The scale and design of the sign should be appropriate to the character, height and period of the building and in proportion to the shop front, should run the full width over doorway and window. If a fascia is excessively deep or encroaches upon the first floor, the opportunity should be taken to create a fascia of more appropriate depth and height. Excessively deep signs should be avoided.



*Example of excessively large sign, not in keeping with the building proportions and in contrast how a correctly proportioned window, sign and lettering can dramatically improve the streetscape.*

*Windows clear of signage giving a view inside invites new customers to browse inside.*

New lettering must be carefully designed to respect the character of a building and be located appropriately. Fixings that cut across architectural detail or that sit uneasily against the form of the entrance or the surrounding façade should be avoided. Traditional hand-painted sign-writing is encouraged.

Any sponsoring/ advertising to be on window only and not on main sign/ surrounding wall.



Example 1 above shows a Dark Green sign background with Silver text using the Baskerville font

Example 2 above shows a Burgundy sign background with Pastel Pink text using the Times New Roman Bold font

This suggested colours below have been chosen to ensure good colour contrast between lettering and background for people with visual impairments. You can deviate from those if you have a good reason such as corporate colours or business logos. But we strongly encourage that the design carefully considers colour contrast, scale and lettering typeface.

***Black Text***

Goosewing Grey 00 A 05 background

**Red Text**

Flint Grey 00 A 09 background

***Ivory Text***

Holly Green 14 C 39 background

**Pastel Pink Text**

Plum 02 C 39 background

**White Text**

Midnight Blue 20 C 40 background

**Silver Text**

Dark Jade 16 D 45 background

Colour reference codes above are from British Standard BS4800 : 2011 Colour Chart

Sign Typeface Suggestions:

Main shop name should be the largest text (traditional look).

1. Option 1 Arial (or close equivalent e.g. Helvetica)
2. Option 2 Baskerville (or close equivalent e.g. Bodoni)
3. Option 3 Times New Roman



**Security** - Externally mounted modern roller shutters can be difficult to accommodate on a traditional shopfront. Alternatives can include removable external grilles, toughened glass or security film or internal grilles.

**Roller shutters** - Should be of a perforated design to showcase display when the store is closed.

Sold shutters can give the impression of dead space when closed putting people off visiting and become a target for graffiti, leading to further decline and anti-social behaviour.



Suggested colours are:  
RAL 7015 Slate Grey or  
RAL 7047 Telegrey 4  
Unless you have a good reason to use another colour

**Awnings** – As they project from the shopfront face planning permission will require be required. Colour to be in keeping with the overall design.



Planning authorities give advice on the requirement for listed building consent, advertisement consent and other permissions. Many changes to shops require planning permission and advertisement consent may be required for any changes to signage. Other regulations such as the Food Hygiene Act, building standards and the Disability Discrimination Act 1995 also have implications and advice should be sought prior to undertaking any works.

Further Reading (and references taken from):

Historic Environment Scotland also provide guidance on traditional shopfronts:  
*Traditional Shopfronts: A Short guide for Shop Owners & Managing Change: Shopfronts*  
Both publications can be found on their website: [www.historicenvironment.scot](http://www.historicenvironment.scot)

Useful guide to colour and contrast by the RNIB.

[https://media.rnib.org.uk/documents/Colour\\_and\\_contrast\\_for\\_people\\_with\\_sight\\_loss\\_2020.pdf](https://media.rnib.org.uk/documents/Colour_and_contrast_for_people_with_sight_loss_2020.pdf)

<http://www.moray.gov.uk/downloads/file100323.pdf>