

What to consider when altering or installing a shopfront:

- *How will my shopfront appear within the streetscene?*
Consider the wider streetscene: what are the defining characteristics? e.g. stallrisers, recessed doorways, the strength of colours, common materials.
- *How will my shopfront reflect and enhance the building?*
Consider the architectural style of the building, what period it comes from, what materials and colours are prevalent. The shopfront should work with the rest of the building, not in isolation from it.

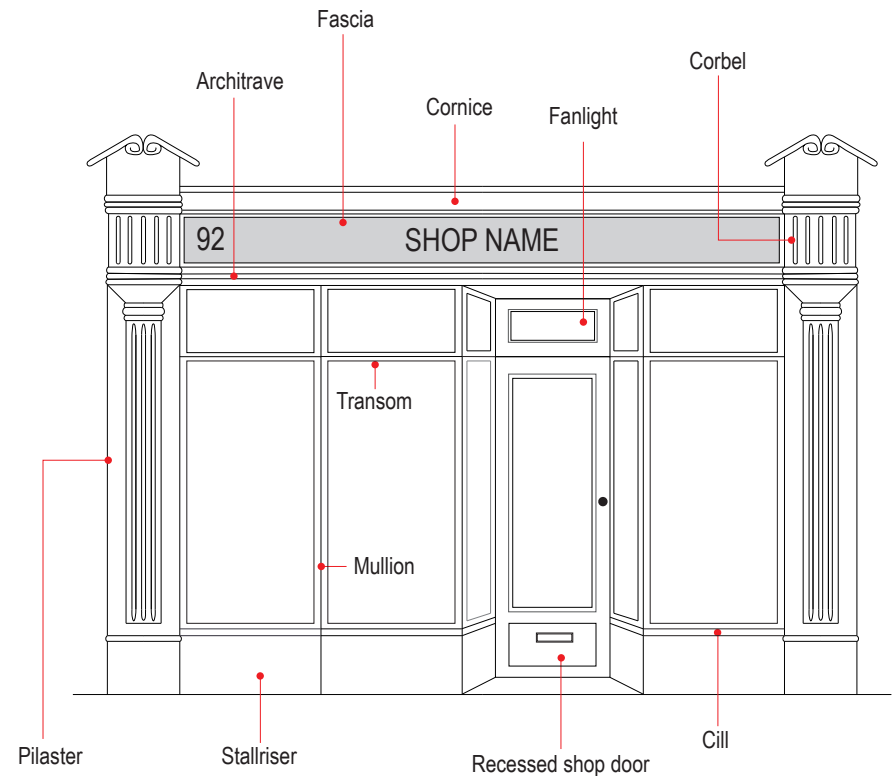
Consultation

The full shopfront SPD is open to consultation and we would welcome your views and comments. The consultation questionnaire, the full document and what this means for you can be found at www.waverley.gov.uk/shopfrontSPD, and is available to view in the Council offices at The Burys, Godalming, GU7 1HR or Farnham Locality Office, South Street, Farnham, GU9 7RN.

The closing date for comments is XX/XX/2015.

If you have any questions, please contact Jennifer Samuelson on 01483 523569 or at jennifer.samuelson@waverley.gov.uk

Draft Shopfront Design Guide Supplementary Planning Document (SPD) consultation leaflet



This document provides a brief guide to the draft Shopfront Design Guide SPD. For the full document, please go to: www.waverley.gov.uk/shopfrontSPD

Restore not replace



Waverley has many traditional shopfronts which make up the character of the borough. Original features, such as recessed doorways, stall risers, mullions, transoms and pilasters, should be restored rather than replaced (see front cover)

Appropriate materials and colours

Generally, muted and traditional colours are preferred as they preserve the character of many of Waverley's shopping streets. The materials should reflect the architectural style of the building and, preferably, be sourced locally. Materials such as granite and marble, or modern highly reflective materials, are not considered suitable. Materials and colours should be carefully considered, especially within a conservation area or on a listed building.

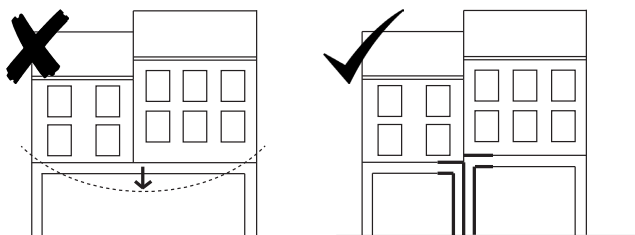
Awnings and canopies

Care should be taken to ensure the size, shape and position of awnings are in keeping with the streetscene and building, and conform to Surrey County Council's clearance heights recommendations. Retractable awnings and canopies are preferred as they allow for greater flexibility of use.



Streetscene rhythm and structural support

The appearance of individual units should be retained to keep the rhythm of the streetscene. This additionally improves actual and perceived structural integrity of the building.



Fascia signs

Fascias should not hide architectural detailing. They should not obscure the first floor window cills and should be proportionate to the building.



Projecting and hanging signs



As a traditional element of the streetscene, projecting and hanging signs should be simple, proportionate, and hung either at fascia level or between the first floor window cill and fascia.



Illumination

Illumination can make a positive contribution to the streetscene if it is subtle and in-keeping with the character of the shopping street. Subtle external illumination is considered most appropriate, such as small spot lights, halo lighting or a compact strip light. Internally illuminated box fascias or hanging and projecting signs are discouraged. Advertisement consent may be needed for illuminated signs.

Advertisement boards (A-boards)

A-Boards should not clutter the streetscene, and should be sympathetic in terms of colour and materials to the character of the area. All A-Boards should follow Surrey County Council guidance which specifies conditions on when A-Boards will be permitted on a highways. Projecting and hanging signs, subject to advertisement consent, are preferred to A-Boards.