

KENILWORTH DESIGN ADVICE

FOR SHOP FRONTS ALONG
WARWICK ROAD,
TALISMAN SQUARE
AND BEYOND...



INTRODUCTION

This is an independent document which seeks to promote a better town centre through co-operation within the retail community

Warwick Road and The Square make up a large part of Kenilworth's retail area and act as a **gateway to the town**. Many visitors form their first impression of Kenilworth from these two streets.

Warwick Road and The Square consists of a wide variety of shopfronts that do not always converse well with the buildings they are part of nor the surrounding **streetscape**. The result has been significant concern locally that the area is unattractive to both visitors and residents.

The Square and Warwick Road north of St. John's Church lie outside the conservation area, therefore controls upon shopfronts are limited and many alterations can be carried out without need for **statutory control**. This guide seeks to provide guidance to new and existing shop owners to ensure good **quality design** and an attractive town centre.



"Our aim is to develop the prosperity and vitality of the Town Centre."

Kenilworth Town Council

THE SUCCESSES SO FAR IN KENILWORTH TOWN CENTRE...

Hotel refurbishment and new Starbucks

Plans for a new Public Service Centre

Talisman Square's redevelopment will revive the heart of Kenilworth

Abbey End North
24 New Apartments
& The Almanac
Bar & Restaurant

On The old King's
Arms Hotel site
Zizzi, She &
Ego Restaurants

New
Waitrose
Supermarket

'The Kenilworth' bar and restaurant is an example of good design practice; it incorporates a stylish image, whilst upholding the buildings historic character.



DO I NEED PLANNING PERMISSION?

Minor changes to a shopfront can be made without the need for planning permission providing it is not a listed building or in a conservation area. Major changes need approval.

This page contains general guidance on planning permission. For listed building and conservation area requirements, see separate page.

All alterations that make a **material change** to the character of a building, e.g. external grilles and shutters, require planning permission.

Projecting canopies without lettering normally require planning permission.

Consent does not need to be sought for changes to the **colour** of shopfronts, nor to the **depth of the fascia** below first floor sill level.

Illuminated signage both at fascia level and on projecting signs normally requires **advertisement consent**; this includes illumination on the shopfront deemed to illuminate the signage.

Projecting canopies **with advertisements** within certain size requirements do not usually require advertisement consent.

Projecting signs that go above the level of the first floor window sill require advertisement consent.

Non-illuminated signage within certain size requirements, below the level of the first floor window sill does not normally need advertisement consent, unless the building is listed or undergoing an overall shopfront replacement.

■ ■ ■ **ANY QUERIES, TELEPHONE WARWICK DISTRICT COUNCIL ON: 01926 410410**

DESIGN PRINCIPLES FOR SHOPFRONTS

In all cases it is important that shopfronts seek a balance between evoking their corporate image and achieving a sense of propriety to the existing building and surrounding area.



An **integrated approach** must be taken to shopfront design. **Harmony** of composition, materials and style must be sought throughout the entire facade to ensure that shopfronts are appropriate and attractive.

We can look at old photographs of the area to inspire modern development. **Precedents** often hold the key to creating a well-assembled shopfront.

RELATIONSHIP TO OTHER FLOORS

The designer should pay attention to:

- The **relationship** between window patterns on different floors.
- The **style** of the upper floors, notably the windows.
- The relationship between upper floor window sills and the head of the shop windows.

MATERIALS

Listed and **traditional** buildings and those in conservation areas should use **timber** shopfronts. The mix of traditional and **contemporary** buildings along Warwick Road and The Square calls for a **diverse response** to shopfront design.

Pre-war buildings:

- Timber shopfronts, often with timber detailing and moulding.
- A high degree of **attention to detail** relating to the whole building.
- For complete timber shopfront replacements, **Warwick District Council** can provide advice on traditional detailing that can be adapted to suit individual locations.

Post-war buildings:

- Suitably designed aluminium shopfronts.



An unbalanced façade:

Overpowering signage and lack of sympathy to existing building.



A well-balanced Façade:

A small metal sign gives a contemporary twist to the traditional plainer, painted shopfront.

FACIA DEPTH

The fascia provides a **permanent advertisement** and identity for the shop.

The fascia's size should:

- Be **proportionate** to the entire shopfront and scale of the whole building.
- Not intrude upon surrounding buildings.
- Not disrupt pre-existing **patterns** along the street.
- Not overpower the features of the floor above, for example window sills.
- Generally have lettering of height 300mm or less.

ILLUMINATION

In a well-lit street, it should not be necessary to provide illumination, although some retailers do consider illuminated lighting necessary.

Illumination can take the form of:

- Illuminated **lettering**.
- An illuminated **box** sign.
- An **External** illumination used to light the fascia sign.

Most appropriate forms:

- External hidden light source within a pelmet above the fascia.
- Internally illuminated lettering where diffused 'halo' lighting is projected from the back of the letter.

Less appropriate forms:

- Fully illuminated box sign which is best reserved for takeaway restaurants.
- Internally illuminated letters where the light projects directly from the front of the letter.
- Spotlights or swan neck lamps.

PROJECTING SIGNS

Projecting signs are usually incorporated into the side of the fascia or hang just above it. They can either **clutter or enhance** a street scene.

Planning permission is required for projecting signs that go above the level of the first floor window sill, therefore most larger signs are within the scope of **planning control**.

Projecting signs are permitted in some **historic towns** such as Chester. If they are well designed and sensitively placed, they can create a lively vista, especially when in clusters along long straight streets



Bad shopfront design: A cluttered frontage.

The shopfront projects beyond existing building, signage is garish and swan-neck lamps are inappropriate.



Business benefits...

A shopfront is a business's public face. An attractive shopfront makes for a positive business image.

SECURITY MEASURES

The Council's planning policies on security of retail premises are set out in its leaflet on 'Shopfront Security'. See Appendix A for a summary. The full text can be downloaded from Warwick District Council's website.

DISABLED ACCESS

Retailers are now required to provide **adequate disabled access** to the premises. Building Control Officers should always be consulted when new forms of access are to be provided.

In premises of historic value, **'reasonable access'** is to be provided, which often exempts the retailer from meeting the full standard.

Ramps that project onto the pavement are clearly not acceptable; when a new shopfront is designed, any changes in level or ramps must be **well integrated** into the shopfront.



Alterations to shopfronts may need **Planning Permission**.

See separate page for guidance on whether planning consent is required.

CONCLUSION

Kenilworth is undergoing a period of renewal and rejuvenation and the town centre has the potential for further exciting investment.

The quality of the town's shop fronts and their architectural characteristics have an important part to play in contributing to the overall feel and quality of the town's shopping environment.

Officers in the **Planning Department** will be pleased to assist you in evolving suitable designs in accordance with the legislation and guidance outlined in this guide.

FURTHER INFORMATION

Warwick District Council Planning Department

For enquiries on planning permission and planning applications contact: Planning Control, Western Area. Telephone: 01926 456527, 456528, 456544 or 456555

For free leaflets and advice on design, shopfront security, conservation areas and listed buildings, contact: Conservation and Design Section Telephone: 01926 456527, 456528, 456544 or 456555

Website: www.warwickdc.gov.uk/WDC/planning

Department of Communities and Local Government

The DCLG's booklet 'Outdoor advertisements and signs: a guide for advertisers' can be downloaded from www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf

The following documents are available from the English Historic Towns Forum 'Shopfronts and Advertisements in Historic Towns' 'Book of Details and Good Practice in Shopfront Design'

Write to:
The English Historic Towns Forum, The Huntington Centre,
The Vineyards, The Paragon, Bath, BA1 5NA

LISTED BUILDINGS AND BUILDINGS IN CONSERVATION AREAS

Listed Buildings

Any alteration affecting a listed building will require **Listed Building Consent**.

This includes changes that do not require ordinary planning consent, such as installing projecting canopies and advertisements.

Detailed changes also may require listed building consent, for example repainting a shopfront in a different colour.



Conservations Areas

Conservation Area Consent is required for the demolition of any building in a conservation area.

Always check with WDC Planning Department.

APPENDIX A: GUIDANCE ON SHOPFRONT SECURITY

Warwick District Council has a Security Policy which is based upon four criteria relating to the level of security required by a retailer.

1. Wherever possible an integrated approach should be taken to designing out crime via the overall design of the shopfront.
2. When existing shopfronts require additional security measures, internal perforated grilles or shutters may be considered.
3. Demountable external grilles will only be considered for shopfronts in areas of high vandalism where policies 1 and 2 may be appropriate.
4. External roller shutters will only be permitted where policies 1 to 3 would not provide adequate security for high risk premises such as jewellery shops. In all cases, shutters must be designed into the shopfront.

Extensive use of external roller shutters appear overbearing and may promote anti-social behaviour out of hours.

CCTV cameras help to control vandalism and can act as a deterrent.

The Council's leaflet on increased security for retail premises can be downloaded from:
www.warwickdc.gov.uk/WDC/Planning/Conservation



*The Kenilworth
Society*



Where possible, this information can be made available in other formats, including: large print, CD or other languages. Tel. 01926 456108

For all other enquiries please see contact details on page 7.