

Shopfronts & Advertisements

Royal Leamington Spa



Warwick District Historic Heartland Shopfronts & Advertisements Leamington Spa

Good Design

One of the Council's aims is to ensure that Leamington Spa remains an attractive shopping and commercial centre. Part of the town's attraction stems from its special architectural character and spacious quality, as well as from the quality of its shops. Naturally enough, the Council wishes to see that any new development enhances those particular features which form part of Leamington's attraction and this includes the design and installation of new or replacement shopfronts and associated advertising.

The Need for Design Guidance

All the Leamington Spa town centre is within the Leamington Spa Conservation Area. This means that it is an area of special architectural or historic interest which should be preserved or enhanced.

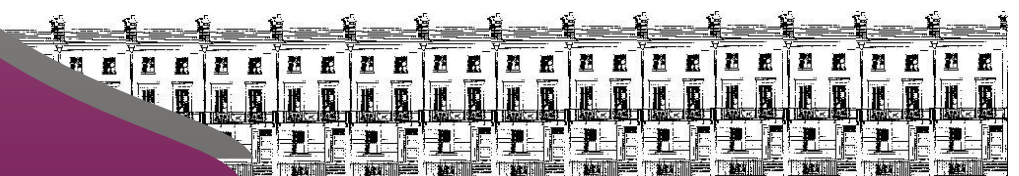
It is recognised that the commercial pressures dictate the need for better, larger and more expressive shopfronts and advertising displays. In many instances however, these pressures lead to the installation of shopfronts and advertisements which have a detrimental effect on the scale, proportions and character of buildings in historic town centres such as Leamington Spa.

For further information contact :-

conservation@warwickdc.gov.uk

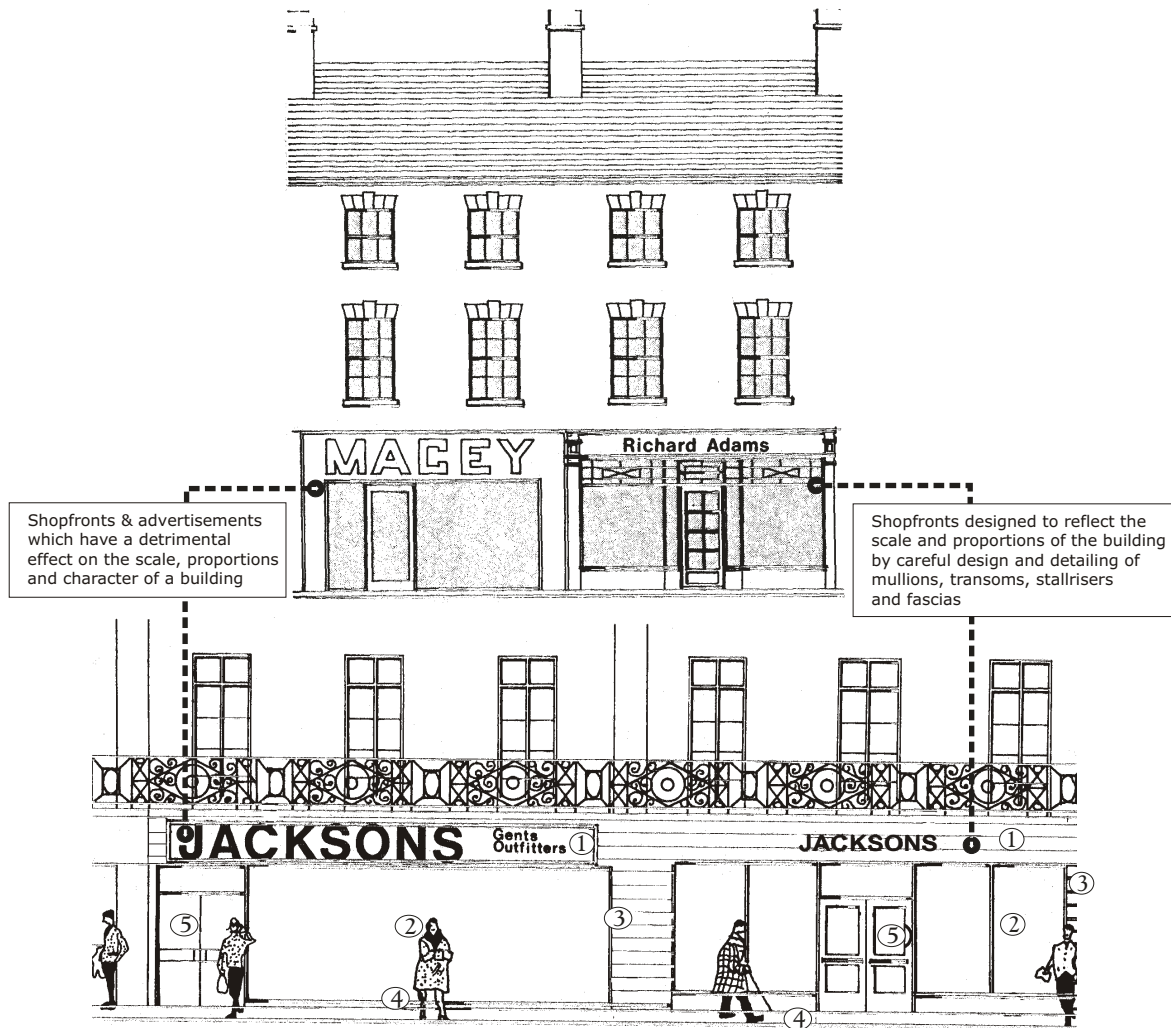
A complete selection of guidance documents are available to download for free from the website or alternatively to collect from Riverside House Reception.

Guidance for the Historic Environment is provided nationally in Planning Policy Statement No 5 (PPS5).



Warwick District Historic Heartland

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Comparative Shopfronts

1. Fascia and lettering is too large and obliterates traditional rusticated detailing.

2. Excessive areas of undivided glazing which don't relate to the upper proportions of the building.

3. No flanking or visibly supporting masonry and consequently the building appears to be supported by glass.

4. Absence of stall riser also has a bad effect on the proportions of the shopfront.

5. Window and door frames are too thin and lack visual solidity.

1. Size, position and form of advertisement (individual lettering) doesn't obscure traditional features of the building.

2. Glazing to shopfront is divided up to provide proportions which are better related to the upper part of the building.

3. Flanking masonry provides clear division between shopfronts and good visual support for the upper part of the building.

4. Stall riser helps to complete framing to shopfront and consequently provides better proportions.

5. Window and door framing exposed and emphasised and gives a solid appearance to the shopfront.



The Parade

The Parade formed a major focus of the original Spa resort and today it is the principal shopping street in the town centre. Soon after their completion, many of the ground floors of these Regency period residential buildings on the Parade began to be used for commercial purposes such as drapers, tailors, milliners, lace making, bookbinding, upholsterers and boot making. Although commercial uses were established at an early date, it was only later, with changes in the marketing of goods and shopping patterns that substantial changes began to occur to the buildings themselves. These changes included, amongst other things, the enlargement of ground floor windows for display purposes, installations of shopfronts projecting beyond the main facade of the building together with the removal of entrance porticos, canopies, etc. In the 1960's and 1970's, carefully detailed and proportioned historic ground floor elevations were replaced by extensively glazed shopfronts using alien materials and resulting in forms of development which are completely out of scale, proportion and character with the buildings into which they have been inserted.

In order to insure that new or replacement shopfronts compliment and enhance the character of those buildings on the Parade, it is necessary to briefly summarise the particular design characteristics of the buildings and to point out those features which the Council wishes to see respected. There are two main characteristics of shops and businesses occupying buildings on the Parade;-

- (i) Those shops or businesses which occupy part of a contiguous terrace, or properties which were designed and built as a single unified design. In many instances, the terrace is flanked by classical pilasters and divided into bays by secondary pilasters. Other features include constant cornice and parapet heights, similar detailing of architraves and the embellishment of entrances with classical porticos. The northern end of the Parade is typical of this form of development.
- (ii) Those shops or businesses occupying buildings designed and built as an individual entity and which do not form part of an overall design.



Examples of extensively glazed shopfronts with inappropriate proportions, excessive advertising and unsuitable materials. Many unsightly shopfronts such as these have now been sympathetically replaced, similar to the terrace above.



Examples of shopfronts and advertisements of an appropriate scale and with proportions suited to their particular context. The District Council would wish to see these characteristics reflected in new shopfronts. A number of good examples of new shopfronts do now exist in the town centre.

Design Considerations For The Parade

General

- * The District Council wishes to maintain the essential Regency character of the Parade. To this end, shopfront design should seek to achieve a uniform simplicity of proportion and the use of materials characteristic of the restrained Regency era.
- * Shopfronts inserted into a contiguous Regency terrace will be expected to compliment the overall form and composition of the terrace. This will include adherence to continuous rusticated or stuccoed ground floor elevations, string cornices and any uniform or common detailing. The reinstatement of common features such as ornamental balconies, cornices, porticos etc., will be sought, where it is evident that they formed an original part of the development or would enhance the shopfront and adjacent buildings.

* Replica shopfronts will only be permitted where photographic or documentary evidence is provided to show that it is a faithful reproduction of the original shopfront.

Proportions

- * As a rule, the ratio of window to wall area of the building above ground floor level rarely exceeds fifty per cent and finishes are characterised by rusticated or stucco treatment. In most instances, areas of stucco are extended down to ground level and divide the properties into clearly defined units. The division between shopfronts should be clearly defined. The use of an appropriately rendered or stucco finish of the flanking masonry will help to achieve this effect.
- * Glazing to shopfronts should be divided up in such a manner as to reflect the proportions of the building above fascia level. The use of mullions and transoms would be the usual method of achieving this. Extensive areas of unrelieved glazing will not be acceptable.
- * Evidence shows that for various reasons, glazing to traditional historic shopfronts was foreshortened by the use of stallrisers. This lends an appropriate scale and proportion to the shopfront and consequently any new or replacement shopfronts will be expected to incorporate stallrisers of not less than 300mm in height.

Materials

- * Wherever possible, traditional materials should be used for new or replacement shopfronts. If contemporary materials are employed, the finish and colour of these materials will be expected to complement the rest of the building. Applied tile or mosaic finishes will not be acceptable together with the use of strident primary colours.

Advertisements

- * In order to maintain the architectural qualities of those buildings forming part of an homogeneous design composition, advertisements will be restricted to surface mounted individual lettering. Box signs, projecting and hanging signs are not appropriate on the Parade and will not be permitted. Furthermore, letters should not be greater than 300mm in height and, where required, individually halo illuminated.
- * In situations not appertaining to terrace type developments, proper provision will be expected to be made for advertisements. This may be by the traditional provision of a fascia or other form of expressed or recessed panel.

* Advertisements should be restricted to the name of the business and secondary sub-lettering will generally be discouraged. All forms of logos will not be permitted at fascia level.

- * Illumination should not normally be required as all retail streets are well lit. However if any form of illumination is to be considered it must be provided from a hidden source - such as discrete pelmet lighting or halo illuminated letters. All forms of lighting should be a white or soft yellow source; all forms of coloured lighting will not be permitted. All forms of external lights and swan necked lamps will not be permitted.

Special Conditions

- * Where any form of special security protection is required, the advice contained in the Council's leaflet on Shopfront security will apply.
- * All new shopfronts should be secured by design as set out in the council security leaflets. All security measures on existing shopfronts must be integrated into shopfront design in accordance with Councils design advice leaflets.

Regent Street / Warwick Street Area

Those areas outside the Parade, particularly Regent Street, are characterised by smaller, less grandiose buildings. Unlike the Parade, most of these buildings were not built as part of a unified design.

The informal and individual character of these buildings suggests that different design criteria will apply to that which operates in the Parade area, where the main concern is to maintain the special classical qualities, regular proportions and continuity of detailing characteristic of the Regency building period. Here there is room for some diversity in shopfront design, while respecting the overall form, proportions and scale of the buildings

Design Considerations For Regent Street/Warwick Street Area

Particular features of the Warwick Street Regent Street areas include groups of buildings with shopfronts projecting beyond the main facade of the building, applied and structural painted timber shopfronts with plain or reeded flanking pilasters, turned or shaped timber mullions and transoms, together with integral fascias.

General

- * The District Council wishes to maintain the diversity of relative shopfront design typical of the Warwick Street / Regent Street areas and will seek to retain or reinstate those design features which contribute towards the character of the area. This will include projecting shopfronts and period detailing.

Proportions

- * Shopfronts should be designed to reflect the scale and proportions of the building by the appropriate positioning and detailing of mullions, transoms, stallrisers and fascias. Unrelieved area of glazing will not be acceptable.

Materials

- * The insertion of machine processed and milled finishes to materials used in new shopfronts has had an adverse affect on the appearance of a number of buildings throughout this area. As a consequence, traditional materials will be expected to be used for new shopfronts. Non-traditional materials will only be acceptable in contemporary buildings where their use will not have a detrimental effect on the appearance of the building or the adjacent shopfronts. This will include the use of applied tiles or mosaics, anodised aluminium and other forms of reconstituted materials, such as polished granite or marble.

Advertisements

- * Similar provision will be expected to be made for advertisements as those which have already been described developments on the Parade. In certain instances traditional hanging signs may be permitted in the areas which would be inappropriate in the Parade. The use of logos at fascia level will not be permitted
- * Illumination should not normally be required as all retail streets are well lit. However if any form of illumination is to be considered it must be provided from a hidden source - such as discrete pelmet lighting or halo illuminated letters. All forms of external spot lights and swan necked lamps and illuminated boxes will not be permitted.

Special Considerations

- * Where special security protection is required, the advice contained in the Council's leaflet on Shopfront Security will apply.

All new shopfronts should be secured by design

as set out in the Council Security leaflets. All security measures on existing shopfronts must be integrated into shopfront design in accordance with the Councils design advice leaflets.

Bath Street / Clemens Street Area

The Bath Street, High Street and Clemens Street area of Leamington Spa formed part of the original historic centre of the town and as such, is characterised by narrower streets and plot frontages and a more irregular street pattern than the rest of the town centre.

These features and the resultant urban form have imparted a quite distinct local identity and character to the area, although at the same time there are certain similarities between this area and the rest of the town centre.

This area is known as The Old Town Area and has been the subject of regeneration initiatives.

Design Considerations For Bath Street/ Clemens Street

Buildings in this area have not been subject to extensive modifications that have occurred in the Parade and consequently they retain a large part of their original scale and form. Those changes which have taken place have largely involved alterations to shopfronts, rather than complete replacement. Where traditional shopfronts remain, these should always be restored.

- * The District Council wishes to retain the local character and identity of Bath Street, High Street, Clemens Street area of Leamington Spa and expects new or replacement shopfronts to be designed to reinforce those particular features and characteristics of the area; they should be of scale appropriate to the building and incorporate carefully detailed stallrisers, fascias, mullions and transoms. Stallrisers should not be less than 300mm depth.
- * Areas between shopfronts should be suitably defined. Appropriate methods of achieving this are by either rendered or stucco treatment and/or carefully detailed pilasters. Shopfront glazing is regarded as an important part of the total design and additional interest can be achieved by the use of traditional shaped or formed glazing.
- * Appropriate provision should be made for the display of advertisements indicating the name of the shop or business. These provisions should be of a similar nature to those outlined for the Regent Street/ Warwick Street area, including illumination requirements. The use of logos at fascia level will not be permitted.

*Where special security protection is required, the advice contained in the Council's leaflet on shopfront security will apply. All new shopfronts should be secured by design as set out in the councils security leaflets. All security measures on existing shopfronts must be integrated into shopfront design in accordance with the Council's Design Advice Leaflets.

Access to Upper Floors

Traditionally most retail premises in Leamington Spa had living accommodation above. It is wherever possible, the District Councils policy to retain any use on upper floors and maintain and or provide access to these floors from the front of the building.

Design of new shopfronts, should therefore, always include existing first floor access or seek to provide new forms of access at the front, where none exist. These can be carefully designed into the framework of the shopfront.

Information To Be Submitted With Applications For New Shopfronts

Applications for new or replacement shopfronts or advertisements in the town centre will be expected to include drawings showing the following information:-

- (i) Elevations showing the relationship of the shopfront to the rest of the building and at least part of any adjacent buildings and their shopfronts.
- (ii) Elevation of the shopfront to a scale of at least 1:50.
- (iii) Section through the shopfront to a scale of at least 1:50.
- (iv) Indication of the position of any proposed advertisement.
- (v) Type of materials, their colour and finish to be used in the shopfront.
- (vi) Any security measures.

If consent under the Advertisement Regulations is required, a separate application and drawing will need to be submitted. This should show the following:-

- (i) The position and size of the advertisement on the building.
- (ii) The type of material to be used for the advertisement together with a specification of the colour and finish.

(iii) Method of attachment to building.

(iv) Proposed method and intensity of illumination.

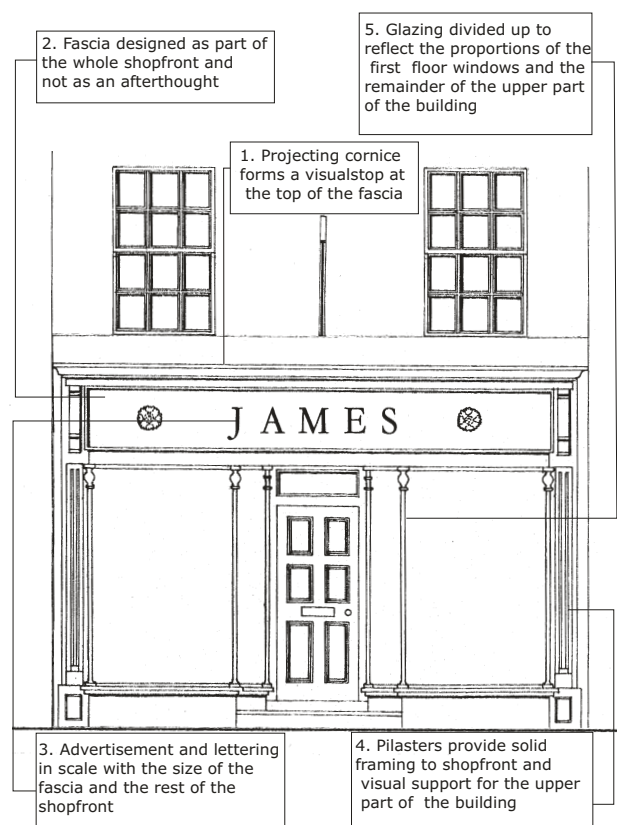
(v) In certain instances samples of materials and lettering will be requested.

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Guidance for the Historic Environment is provided nationally in Planning Policy Statement No 5 (PPS5).



NB Shopfront Details: The drawings within this leaflet are not included as a standard or prescriptive design for shopfronts, but as a guide to those designing new shopfronts in the town -



