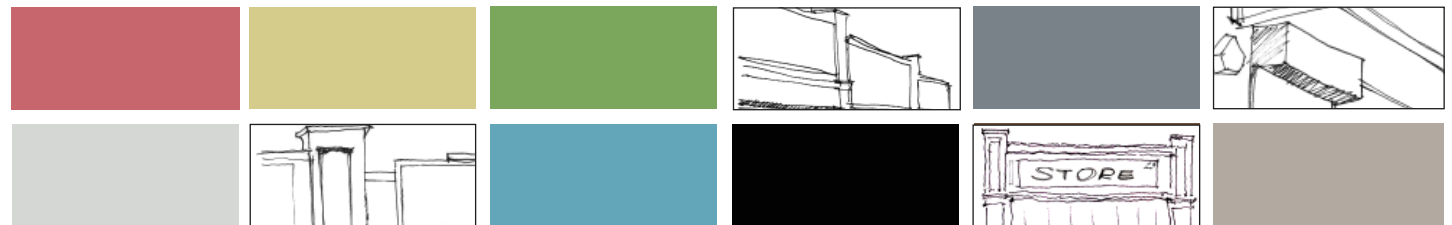


Dagenham Heathway Shopfront Design Guidance

FINAL REPORT
7 August 2007



contents

- Introduction.....3
- Policy context..... 5
- Building typology.....7
- What is a shopfront?.....8
- Heathway shop front character..... 9
- Introduction to the guidelines..... 10
- Signage.....11
- Use of colour..... 13
- Canopies and sunblinds..... 15
- Accessibility..... 17
- Shop security..... 18
- Next steps & contacts..... 20
- Appendix..... 21

Introduction



Dagenham Heathway Streetscape Improvements artists impression of the street design



Dagenham Heathway Streetscape Improvements - artists impression of the Station Plaza



Dagenham Heathway Streetscape Improvements plan view

Reasons for the Shopfront Style Guide

This guidance is intended to help retailers improve the standard of design when altering or replacing their shopfronts and signage within the London Borough of Barking and Dagenham (LBBd). By following these guidelines operators should be able to achieve shopfront designs that are appropriate to their setting.

The shopping centre along the Heathway is one of the second most significant retail centres within LBBd and is designated in the Local Development Framework as a District Centre.

The Heathway is changing; in May 2005 a regeneration strategy for this area was approved which proposed:

- Redevelopment of vacant shops and sites
- A new library
- Improvements to the pavements and roads

The Heathway running through Dagenham Dock to the River Thames has also been selected as one of the Mayor's new '100 Public Spaces.' This is an initiative which aims to show how improvements to the street can add real value to the quality of peoples' lives. The Dagenham Heathway to Chequers Lane project aims to create a new route from Dagenham Heathway Underground Station to the River Thames.

An extensive programme of public realm improvements around the Heathway is currently underway and it is anticipated this will help to encourage the economic regeneration of the area. To complete the redefining of the Heathway, it is proposed that the parade of shop fronts is upgraded to complement the new coherent design of the streetscape. To encourage the renewal of the existing shopfronts LBBd are offering a grant of up to £8000, which needs to be equally matched by the retail tenant, commercial tenant or land owner.



The Role of Shopfronts

Shopfronts present the public face of local business. The vibrancy of a shopping street is reflected in the number and variety of shops and businesses present. The Heathway is fortunate in having a wide range of retailers and businesses, however, the inconsistency in design and condition of the existing shopfronts has created a chaotic streetscape.

The Purpose of this Guide

The purpose of this guide is to establish a design framework that can be applied to the shopfronts in order to ensure that a coherent design approach is achieved and maintained throughout the Heathway parade of shops.

As well as the aesthetic design elements, this guide considers how accessibility can be improved for all and how shop security measures can be more sensitively incorporated into the design of the shopfronts.

Whilst this guide concentrates on the Heathway, it is hoped that the general principles set out in this document can be applied to other shopping areas within the borough.

Do I have to follow the advice in this Planning Advice Note?

This Planning Advice Note (PAN) provides guidance on implementing the policies in the Borough's Unitary Development Plan (UDP). Although you do not have to follow the guidance in order to get Planning Permission, the PAN provides important information on how to achieve certain UDP policies. If the PAN guidance has been followed it is more likely that a planning application will be approved.

Any shopfront improvement works to individual shops will require Planning Permission and Building Regulation approval.

It is important to note that this guide does not replace the need for professional design or architectural advice.



PLANNING POLICY

The advice provided in this document supports and supplements the planning policies set out in the adopted Unitary Development Plan (UDP) and the emerging Local Development Framework (LDF). The main Planning Policies that need to be addressed when submitting an application to alter any element of a shop front are:

• Relevant Unitary Development Plan Policies

The Unitary Development Plan was adopted in 1995 and at the time of publication forms policy framework for Barking and Dagenham.

• UDP Policy S14 – Shop Fronts

This policy states that new and redesigned shop fronts must be designed and constructed to satisfactorily relate to the remaining part of the premises in which the shop front is to be installed and to adjacent buildings. The provision of a shop window display is to be encouraged.

• UDP Policy S15 – Access for People with Disabilities

This policy states when alterations are made to existing shops, for example when a new shopfront is installed, access to the shops should be improved to provide suitable access for people with disabilities.

• UDP Policy DE6 – Safety and Security

This policy states that new developments and refurbishments should be designed to enhance security and safety in the environment.

• UDP Policy DE13 – Fascia Signs • UDP Policy DE14 – Projecting Signs

These policies provide general guidance on the size, location and illuminations of fascia and projecting signs.

• The Local Development Framework

The Local Development Framework for Barking and Dagenham is currently being produced, and once adopted will replace the existing Unitary Development Framework. The Local Development Framework consists of a number of documents. Those most relevant to this Planning Advice Note are the Core Strategy, the Borough Wide Development Policies, and the Urban Design Framework.

This emerging Local Development Framework designates Dagenham Heathway as a District Centre, and supports measures to maintain and enhance the 'vitality and viability' of all of the Borough's town centres.

Consultation on the Preferred Options for the LDF Core Strategy and Borough Wide Development Policies took place during March, April and May 2007. The following Preferred Policy Options which formed part of that consultation are of particular relevance to this Planning Advice Note:

- **CM5** – Town Centre Hierarchy
- **CR1** – Sustainable Design and Construction
- **CC3** – Inclusive Access
- **CP3** – High Quality Built Environment
- **BE2** – Development in Town Centres.

An Urban Design Framework is also being produced, and will provide supplementary planning guidance on Urban Design. The Urban Design Framework sets out a number of design principles with which all development, including shop front improvements, should conform. It promotes and supports improvements to the Dagenham Heathway shopping area.

It is advised that no work should commence until Planning and Building Control approvals have been given.

Links to where you can find these policies on the internet are set out in the Appendix at the back of this document.

INFORMAL PLANNING POLICY ADVICE

As well as producing statutory planning policy as detailed on the previous page, the London Borough of Barking and Dagenham also produces informal planning advice and guidance on specific topics. These are called 'Planning Advice Notes'. Once adopted, this Design Guide will form part of the Planning Advice Note Series.

Other Planning Advice Notes (PANs) of particular relevance to this topic are:

- PAN 6: Crime Prevention through Environmental Design
- PAN 5: Sustainable Design and Construction

OTHER IMPORTANT POLICY, GUIDANCE AND LEGISLATION

• Building Control

In most cases alterations to and installations of shop fronts will need to apply for Building Regulation approval under The Building Regulations 2000 (As Amended). In particular the following sections may be relevant to the proposed shop front alterations: Part A (Structure), Part B (Means of Escape and Warning), Part L (Conservation of Fuel and Power) and Part M (Access to Buildings).

• Disability Discrimination Act (DDA)

The accessibility needs of people with physical or visual disabilities should be considered in accordance with the Disability Discrimination Act (1995) when alterations to shopfronts are being proposed.

ADVICE FROM THE LONDON BOROUGH OF BARKING AND DAGENHAM

Alterations to existing shopfronts will require planning permission and must comply with Council planning regulations. Planning Officers and Building Control Officers are available to advise those who may be interested in undertaking improvements to their shopfronts. Officers will be happy to provide planning permission advice at an early stage in the design process and can advise on whether Building Regulations Approval or Advertisement Consent will be required.

For inquiries or further information, please find a list of contacts on page 20.

Building typology

The Heathway has evolved since the arrival of the underground station. There are broadly three building types within the street each with a distinct shopfront:



1. 1930s single storey



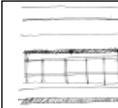
A continuous terrace of 1930s single storey buildings situated on the bridge that spans the railway tracks. These buildings have narrow shop units mainly associated with individual buildings. A distinctive column between units provides a sense of character to the street.



2. 1930s two and three storey



A continuous terrace of two and three storey 1930s buildings built in association with the underground. These buildings are predominantly comprised of single shop units on the ground floor, with mixed used above. Generally, the ground floor treatment is similar to Type 1.

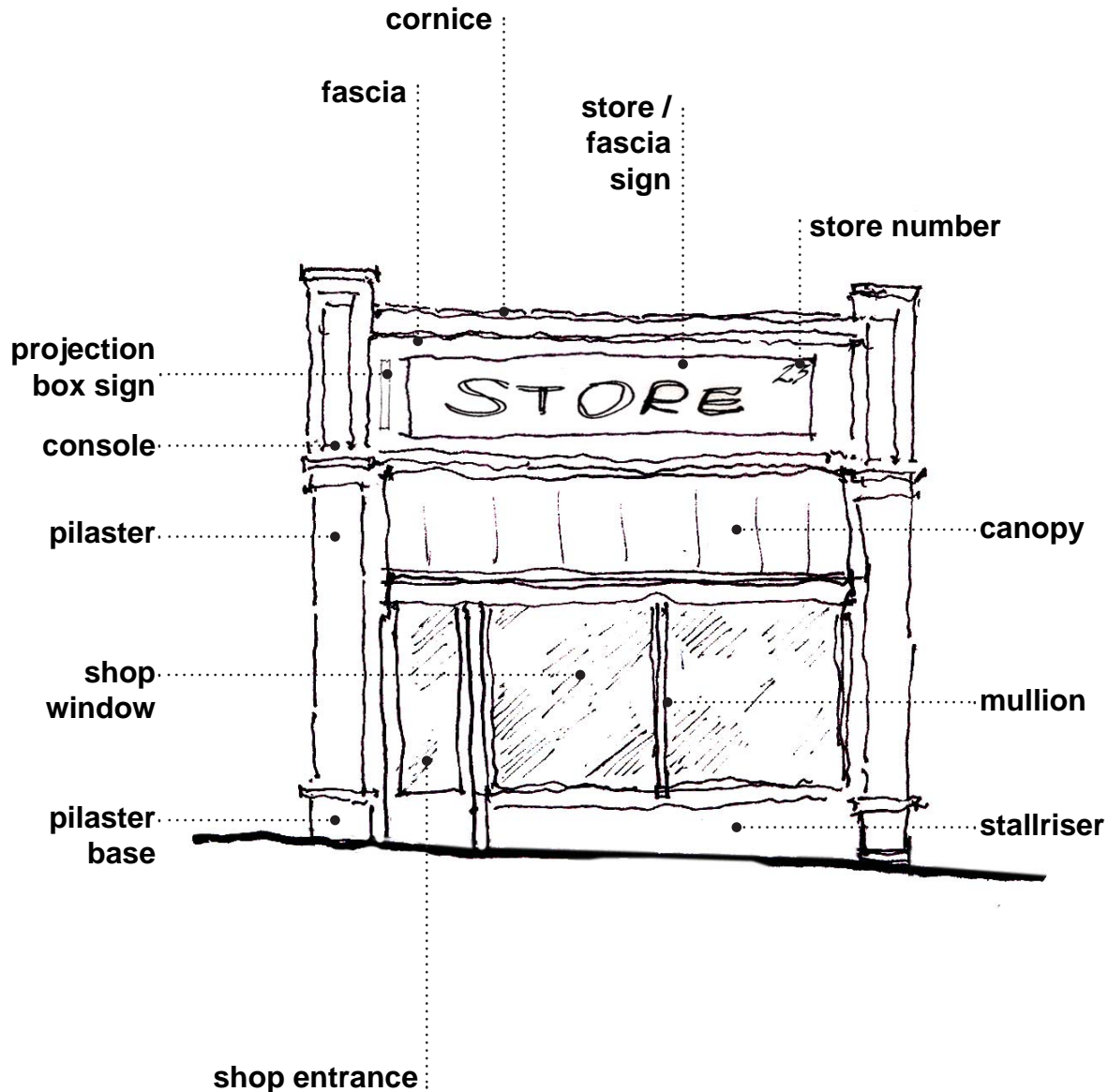


3. Large shopfronts



Individual recent buildings or large shop units. This building type is often comprised of several shops within one envelope. There is not a definable consistency in style to the design of this type of shop frontage.

What is a shopfront?



Shop entrance

The main access point into the shop. Most shop entrances along the Heathway are comprised of a single door with glazing. Some shop entrances are recessed and provide a 'threshold' space along the pavement.

Pilaster

A pilaster is a vertical rectangular column protruding from the face of the building. A console is located on the top of a pilaster and a pilaster base on the bottom. Pilasters are often used to provide a demarcation between shops. As an architectural device, they can enhance the rhythm of a streetscape.

Fascia

The flat space above the window and often the location of the store sign.

Cornice

A cornice is the projected moulding typically running along the top of the fascia used to visually frame the shop.

Store sign

Store signs are typically located on the fascia. There are several different types of store signs along the Heathway including: neon, stickers, hand painted and illuminated.

Store number

The address of the store, the store number can be found on the fascia, the door or the window.

Canopy

A device which provides shade to the store front window. Canopies can be on a roller and rolled up into a blind box.

Store Window

Store windows typically consist of panels which are held in place by mullions. A stallrisers, located at the base of a window, provides a robust and durable base and acts to visually frame the shop.

Projection sign

A projection sign is a secondary store sign which typically extends into the pavement. As with the store sign, there are several different types of projection signs including hand painted, neon etc.

Heathway shopfront character



Distinctive white consoles and pilasters provide a sense of rhythm to the street



Facia signage breaks up the continuity of the cornice



Signage

There are a wide variety of shop fronts along the Heathway, each displaying its own brand. A lack of consistency with respect to the designs of the shop fronts has contributed to a visually cluttered streetscape. The images on this page illustrate the issues.

The purpose of this Style Guide is to restore order to the streetscape by establishing a set of rules to guide the approach to the design of the shop fronts.



Combination of projecting box signs and fascia signage



Several different types of canopies



Pilaster painted two different colours



Facia signage does not relate to the location of columns



Unattractive grill shutters



Canopy housing boxes protruding into the streetscape and not designed as part of the fascia



Large building facades with several shop signs



Fascia signs that project out and block the view to separating pilasters



Colour disharmony between neighbouring units

Introduction to the guidelines

Shopfronts are composed of a number of functional elements. Opportunities for the different treatment of these and the choice of materials available offers scope for a degree of variety in style, whether modern or traditional.

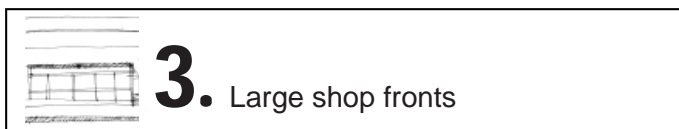
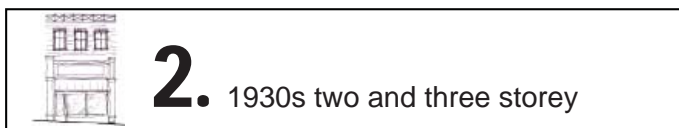
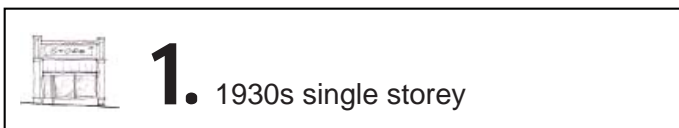
The following guidelines consider, in turn, each of these component elements. A traditional shopfront is likely to include all of these composite elements, whereas a modern style of shopfront may omit particular elements or treat them in an original manner. When designing a shopfront, the whole frontage of the building in relationship to the overall streetscape needs to be considered.

Designers may find it useful to study examples of good designs, contemporary and traditional, for the appropriate interrelationships of parts and detailing of such matters as mouldings. LBBD Officers will be happy to discuss this at an early stage in the design process.

Style guidelines are provided for:

- Signage
- Use of colour
- Canopies and sunblinds
- Accessibility
- Shopfront security

Signage design should be considered as an integral component to the streetscape. Store signs can relate to their surroundings, while at the same time be clear, easily seen and read. Generally, store signage positions should be consistent throughout the streetscape. The style guidelines for signage are divided into the 3 types of building typology as identified on pages 7.



Type 1

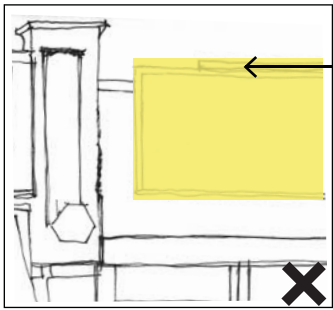
- Wherever possible, the main store front signage should be fully contained within the fascia and not protruding beyond the top, bottom or side edges.
- Signage should not damage or cover-up architectural features such as the cornice or the pilaster and preferably be kept at a distance from these elements.
- Store signage should respect the shop front proportions and enhance the rhythm of the building facade. Shops which occupy more than one unit should have separate fascias to each unit that are complimentary.
- In order to avoid replication and additional clutter, the use of large and obtrusive projection signs should be discouraged. If store owners feel it is necessary for projection signs, then their design should borrow from traditional signage, i.e. the Barber's pole, the Watchmaker's tools or the Butcher's cleaver. This type of signage could be designed using materials that provide a light and transparent appearance.
- Projection/box signs should not project more than 900 mm beyond the pilasters.

Type 2

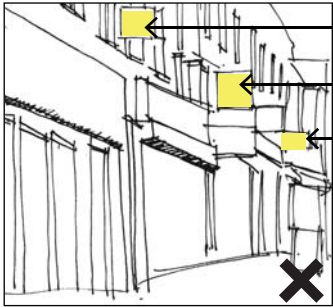
- Where the ground floor facades contain similar elements to shop front Type 1 the guidance should be as per Type 1.
- When illuminated signs are used in areas with residential dwellings above the shop, the amount of light emitted must not adversely affect homes above or nearby.

Type 3

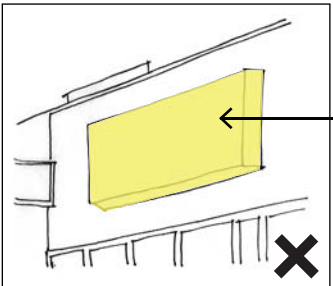
- Shop front Type 3 often has a large blank facade along the street, which is used for upper store signage. Where there are several shops occupying one building, all upper store signage should be aligned and set within a dedicated strip and wherever possible be equal in proportions.
- Wherever possible, lower store signage should be as per shop front Type 1.



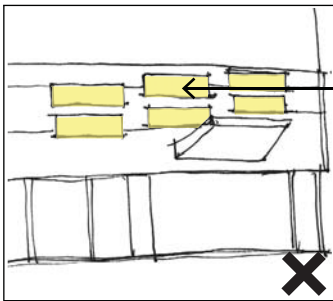
Example of the main store sign protruding above top of building and not conforming to the shape of the fascia.



Several types of signs in combination with projection signs creates clutter

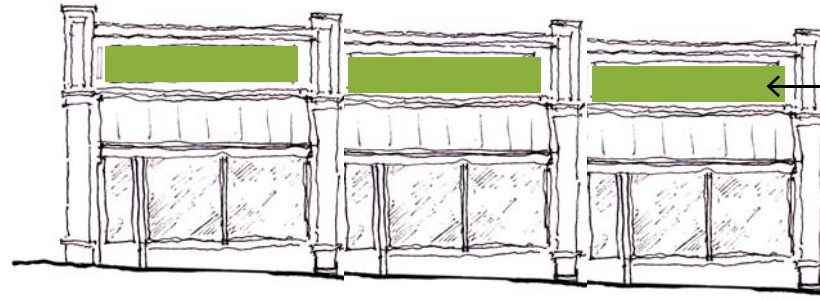


Illuminated sign box projecting out from building face



Numerous store signs on a large store front

TYPE 1



Main store signage located on the building

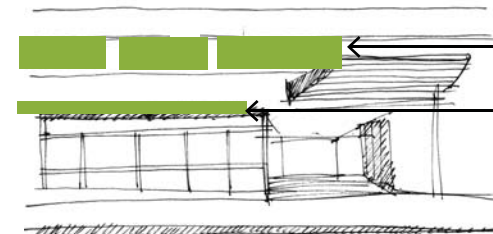


Store number highly visible and well positioned on top corner of store sign

Store number can be located on door if required



TYPE 2



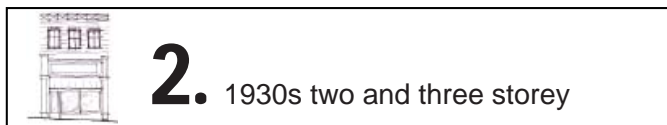
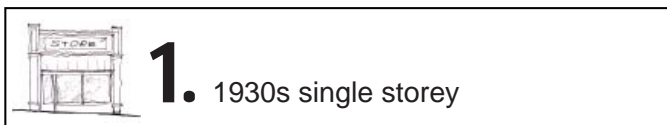
Upper store signage aligned

Lower store signage well positioned within fascia

TYPE 3

Projection signs based upon traditional signing





The use of colour can provide distinctiveness and interest while providing a sense of coherency within the overall context of the street. This can be achieved through the application of style guidelines to each of the three building types as identified on pages 7.

Type 1

- The vertical columns are a key feature of the single storey 1930's shopfronts along the Heathway. They provide a sense of rhythm and scale to the street. The paint colour of pilasters, consoles and bases should be consistent along the entire length of the street and should be white. Single columns painted in a variety of colours must be avoided.
- Shops should be encouraged to adopt their own palette of colours. However, there should be a colour theme or simple palette of colours used throughout the entire individual shop frontage. External paints can be used on the following components of the shopfront:

- Stonework
- Lettering
- Business branding
- Canopy
- Stallriser
- Mullions
- Shop doors
- Fascias

Type 2

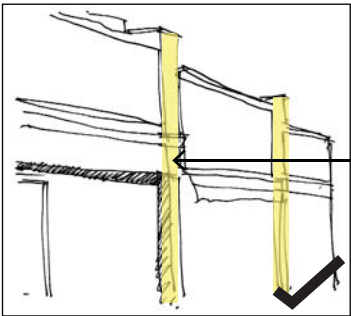
Generally, the existing Type 2 shopfronts have a similar treatment along the ground floor as per Type 1. Where this is the case, a consistent colour treatment as set out in Type 1 should be adopted.

In some instances where columns have not been used along the facade, or have been removed, the use of a colour theme can follow other aspects of the building facade including: building recesses; kickbacks or change in footprint.

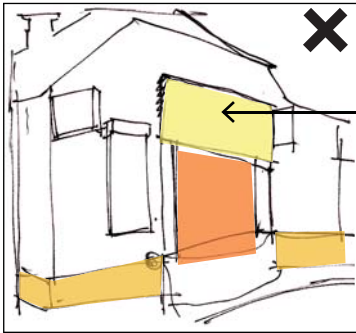
The cornice plays an important role in the visual characteristics of the facade of Type 2 shopfronts. It provides a border to separate different types of material (i.e. brick and render) and a sense of horizontality. Where there is an existing cornice, or where there are opportunities to reinstate a cornice, this should be a consistent white colour along the length of the facade and not broken up by store signage.

Type 3

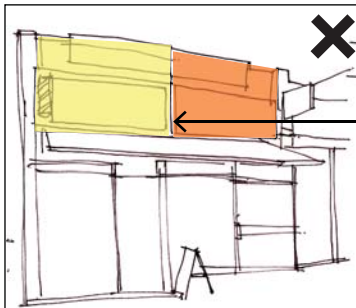
The use of colour in shopfront Type 3 should, wherever possible, follow the guidelines as per Type 1 and Type 2.



Vertical columns are one of the key features of the shopfront parade and should be retained and enhanced

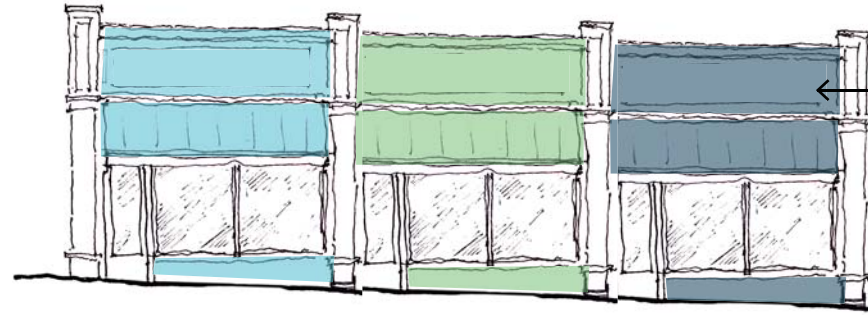


Shop paint colour, stall riser and doors lack consistency



Two different colours of a singular fascia should be avoided

TYPE 1



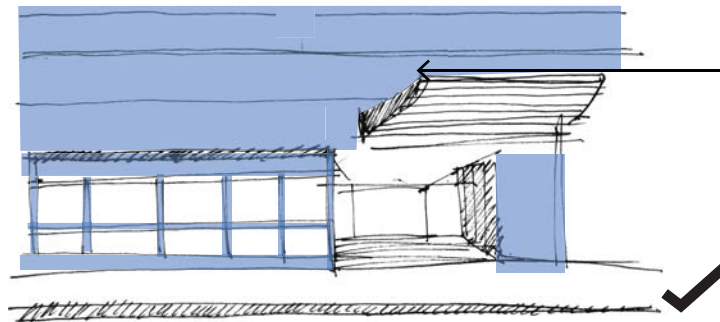
The use of a colour theme is constrained to certain shop front elements

TYPE 2



A colour theme can be used along the ground level shops

TYPE 3



The use of a colour theme should be consistent throughout the facade of the larger buildings

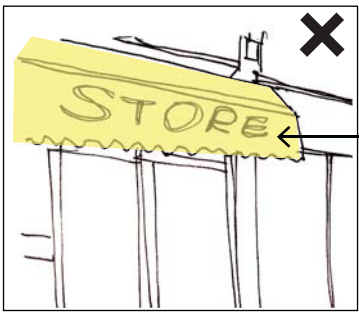
Canopies and sunblinds

Canopies and sunblinds offer protection from the weather. They should not act as store signage, but instead be designed as a key part of the building with respect to other store front elements. The style of canopy should enhance the building and street scene character.

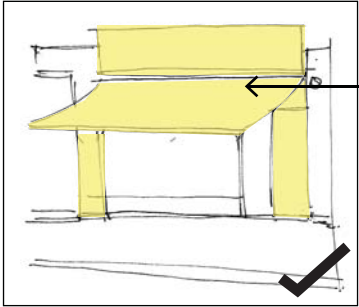
Currently, there is a mix of different types of canopies along the Heathway. It is recommended that one style of canopy should be adopted in order to provide overall coherency.

The style guidelines are:

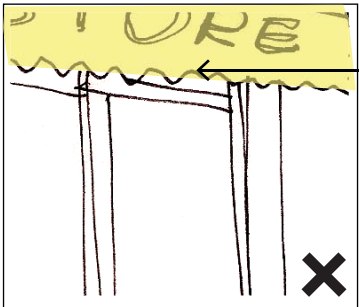
- Canopies should be fully retractable.
- Wherever possible, the blind box should be designed into the shop front and hidden from view.
- Canopies should cover the entire length of the store frontage (or in some cases individual windows or doors) and should not extend beyond the columns.
- Canopies with a gloss finish provide a 'wet look', which is inappropriate for heritage buildings and should be avoided. Canopies should be canvas and be robust and durable.
- Canopies should be considered as an extension of the fascia into the street and should match with the tone or colour used in the facade.
- Store number can be placed on the bottom corner of the canopy or sunblind face.
- Lettering on a canopy or sunblind should be kept to a minimum and not compete with the main store signage.
- Canopy colour should be consistent with overall shopfront colour theme.



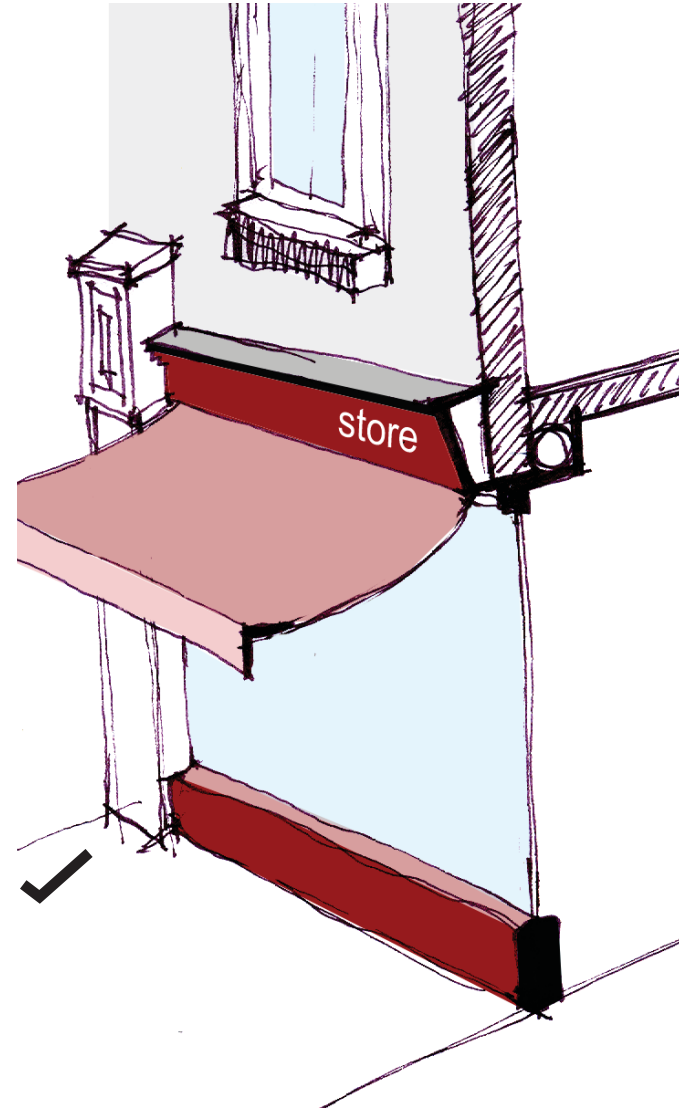
The use of a canopies as main store signage should be avoided



Canopy colour should be consistent with overall shopfront colour theme



Canopy design should be simple and avoid the use of additional decoration.



Accessibility

Shops should be fully accessible to all people and access into the shop should be free of barriers in accordance with the Disability Discrimination Act 1995 (see Appendix for further details).

The bridge section of the Heathway is the central highpoint of the street, which causes a slope along the pavements. Every shop should have a level entrance, which is fully accessible to everyone.

It is possible to improve access to shops without undertaking a complete refurbishment of access arrangements. Examples can include:

- Door opening widths should have sufficient clearance to be used by wheelchairs
- The interior layout should be fully accessible
- Displays should not create barriers
- Surfacing at the entrance of shop should be slip resistant

It is unlawful for a provider of services to discriminate against a disabled person. Compliance with the DDA is economically advantageous as it encourages the use of shops or businesses by a wider clientele.

Shop security

Shop security can be enhanced through the use of shutters, which can be opened and closed at night or whenever required.

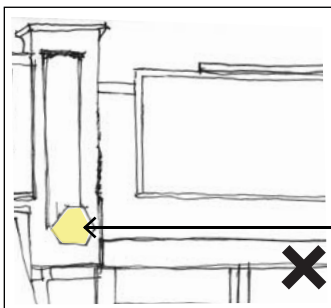
Currently, a majority of the shops along the Heathway use a solid shutter. This creates an unattractive night environment and decreases natural surveillance or 'eyes on the street'. This can contribute to a feeling of personal insecurity or increased perception of fear and may invite or generate anti-social behaviour. The advantage of grill shutters on the shop front is that they enable goods to be visible even while the shop is closed.

Grill shutters should be used wherever possible and they should follow these guidelines:

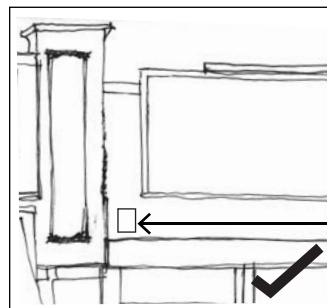
- Contribute to the positive visual appearance of the streetscape
- Allow light and visual access into shops
- Where possible, grill shutters should be placed inside the shop
- Where possible, the colour of the grill shutter should be part of the shop or frontage colour scheme.
- Grill shutter storage boxes should not be 'add-ons' to building and should be hidden from view or be well integrated into the overall design of the facade.

Wherever possible the mounting of shop alarms on the pilasters should be avoided. Shop security alarms should be well integrated into the building facade and not compete with the overall architecture.

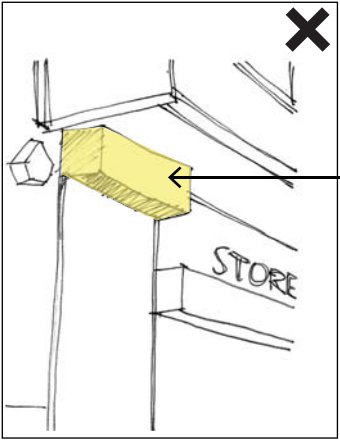
Further advice on this can be found in Planning Advice Note 6: Crime Prevention through Environmental Design.



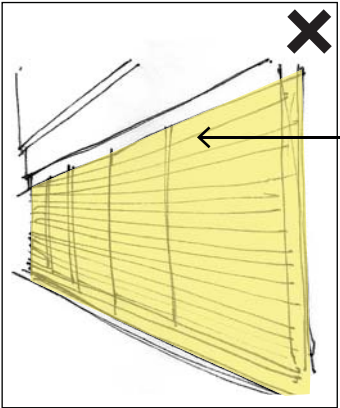
Example of a poorly integrated fire alarm mounted on the pilaster, Which undermined the historic character of the shop front



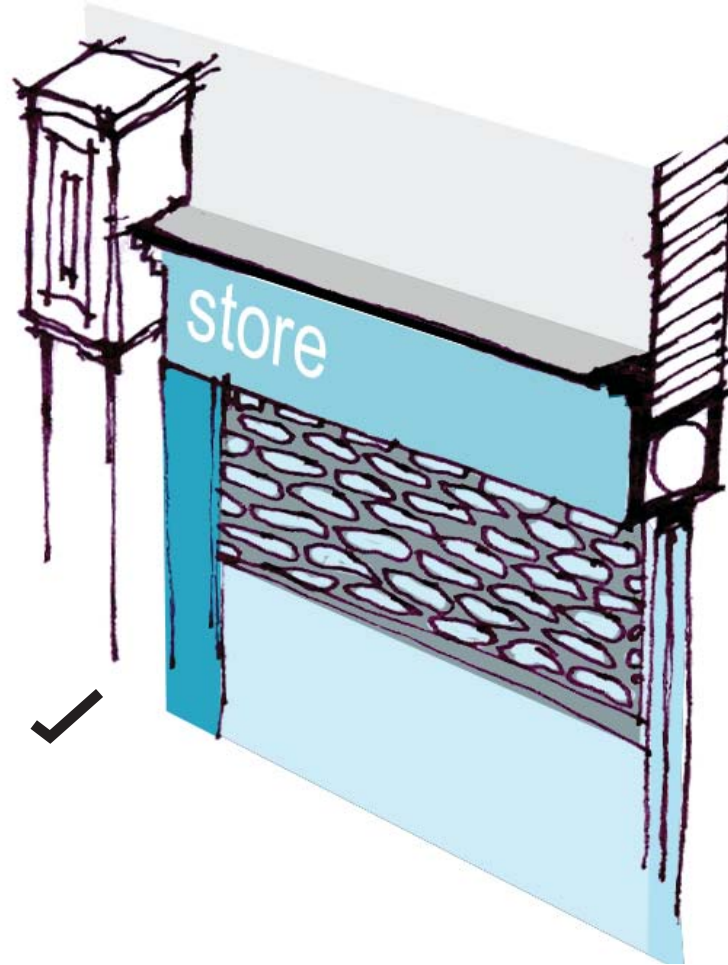
The alarm should be well integrated into the facade.



An example of grill shutter box which has been 'added on'



Full grill shutters create an unattractive environment



Next steps & contacts

We hope that this guide answers most of your questions about how your shop should look with the help of a Shopfront Improvement Grant.

To find out more about the grant or if you want help from experienced advisors on how to grow as a business, increasing your profits contact the **Business Relationship Managers Team** on **020 8227 3513** (24 hrs answer phone).

To seek pre application advice on any proposed scheme please contact **Development Control** on **020 8227 3933**.

Other useful contacts at the London Borough of Barking and Dagenham:

Accessibility Officer	020 8227 3099
Building Control	020 8227 3923
Business and Licensing	020 8215 3007
Business Relationship Managers	020 8227 3513
Crime Prevention Design Advisor	020 8227 3242
Environmental Health	020 8215 3000
Glennys (who manage Council properties)	020 8591 6671

Links to where the policies and advice referred to in this document can be found on the internet are:

Barking and Dagenham Unitary Development Plan (UDP)

http://www.planningportal.gov.uk/wps/portal/genpub_DevelopmentPlans?docRef=1103046453506&scope=202&langid=0

Barking and Dagenham Local Development Framework: Core Strategy

<http://www.barking-dagenham.gov.uk/8-leisure-envir/planning/local-dev-framework/plan-ldf-core-strategy.html>

Barking and Dagenham Local Development Framework: Borough Wide Development Policies

<http://www.barking-dagenham.gov.uk/8-leisure-envir/planning/local-dev-framework/plan-ldf-borough-dev.html>

Barking and Dagenham Local Development Framework: Urban Design Framework

<http://www.barking-dagenham.gov.uk/8-leisure-envir/planning/local-dev-framework/plan-ldf-urban-design.html>

Barking and Dagenham Planning Advice Note 5: Sustainable Design and Construction

Barking and Dagenham Planning Advice Note 6: Crime Prevention through Environmental Design

<http://www.barking-dagenham.gov.uk/8-leisure-envir/planning/plan-advice-notes>

National Policy PPG19: Outdoor Advertisement Control

<http://www.communities.gov.uk/pub/92/PlanningPolicyGuidance19OutdoorAdvertisementControlid1144092.pdf>

Disability Discrimination Act 1995

<http://opsi.gov.uk/acts/acts1995/1995050.htm>

The Disability Rights Commission publishes a series of booklets including *Bringing the DDA to life for small shops* which provide advice on meeting the needs of Disabled Persons

www.drc-gb.org