

JKA

Church End

Shopfront Design
Guidance &
Planning Pack



Accessibility Note

Due to the interactive nature of this design guide, some users may experience difficulties accessing or reading the information presented. If you encounter any challenges, for guidance or to request a printed version of the document, please contact:

Grace Nelson
Town Centre Manager
Grace.nelson2@brent.gov.uk
07767 311 178

We are committed to ensuring that all users can fully benefit from this guide.

Contents

+ INTRODUCTION	01	+ 06 - CONCLUSION	
		↳ 06.1 - 220, Free the Forgotten	53-54
		↳ 06.2 - 216, Medina Gate	55-56
		↳ 06.3 - summary	57
<hr/>			
+ 01 CHARACTER OF CHURCH ROAD		+ APPENDIX, 07 - MAINTENANCE	
↳ 01.1 - history	03	↳ 07.1 - maintaining your shop front - cleaning	59
↳ 01.2 - architectural features	04	↳ 07.2 - maintaining your shop front - timber repair	60
↳ 01.3 - economy	05	↳ 07.3 - maintaining your shop front - decorative	61
↳ 01.4 - Willesden Market	06		
↳ 01.5 - development in Church End	07		
<hr/>			
+ 02 - DESIGN GUIDANCE			
↳ 02.1 - a successful church road example	09		
↳ 02.2 - a successful shop front	10		
↳ 02.3 - Victorian shopfronts	11		
↳ 02.4 - successful fascia	12		
↳ 02.5 - successful sign	13		
↳ 02.6 - successful displays	14		
↳ 02.7 - successful hanging sign	15		
↳ 02.8 - successful entrance	16		
↳ 02.10 - successful awning	17		
<hr/>			
+ 03 - TYPOLOGIES			
↳ 03.1 - typologies	19		
↳ 03.2 - typology 01	20-22		
↳ 03.3 - typology 02	23-25		
↳ 03.4 - typology 03	26-28		
↳ 03.5 - typology other 1 storey	29-31		
↳ 03.6 - typology other 2-4 storey	32-34		
↳ 03.7 - typology specials	35-37		
<hr/>			
+ 04 - PLANNING / CONSENT			
↳ 04.1 - accessibility	39		
↳ 04.2 - sustainability	40		
↳ 04.3 - assess & evaluate your shopfront	41		
↳ 04.4 - security	42		
↳ 04.4 - design, consent & implementation	43		
<hr/>			
+ 05 - INTERACTIVE DRAWINGS			
↳ 05.1 - cheat sheet	45		
↳ 05.2 - typology 01	46		
↳ 05.3 - typology 02	47		
↳ 05.4 - typology 03	48		
↳ 05.5 - typology specials	49		
↳ 05.6 - typology other 1 storey	50		
↳ 05.7 - typology other 2-4 storey	51		

This document aims to enable business and property owners to make changes to their shop fronts which are sustainable, beautiful and in compliance with local planning policy by providing detailed guidance, drawing templates and planning procedures tailored to the specific buildings found on Church Road.

WHO IS IT FOR?

This document is designed to be a user friendly and concise guide for business owners, leaseholders & freeholders seeking to undertake work to shopfronts and signage along Church Road.

WHY

The shopfront is the face of your business and is the single most effective marketing tool for most high street businesses. A tidy, contextual and cared-for appearance will result in better business. Every shopfront is also part of a wider urban context. Your shop impacts the rhythm of the street and contributes to the look and feel of the high street as a whole.

This design guide is tailored to provide specific guidance for Church Road. More general borough wide guidance can be found in the Brent's "Supplementary Planning Document 3" [click [here](#) to access SPD3]

WHAT DO YOU NEED?

+ [Adobe Acrobat Reader DC](#)

+ A4 Printer

HOW TO USE THE GUIDANCE

It is important to understand how the document is to be used. It is structured in the following way.

A. The beginning of the document focuses on important general information relating to Church Road which should be read first. *General information is represented in orange boxes below.*

B. Next, the reader will identify which 'typology' their shop belongs to. Some content relates only to specific shop typologies, *this is shown in the blue boxes.* In chapter 3, an interactive diagram will help you identify your shop typology and will take you to the relevant pages. The reader will not need to read the entirety of Chapter 3.

C. Chapter 4 focuses on further design, consent and planning considerations

D. Once the reader has gained an understanding of the parameters that make a successful shopfront, Chapter 5 will allow the reader to design and export their own shopfront planning drawing.

E. Conclusion



these buttons will guide you through the document



Photo: Taken By Jan Kattein Architects



01 character

01.1 - history

Historical text extracted from the Willesden Local History Society (WLHS) website. Link [here](#)

Church End has a rich history with many of its high streets built in the Victorian era.

Church End's history began as the area around St. Mary's Church near Willesden. It was known as "the Churchend" in the late 16th century. During the 18th century, a village and inns developed around the church. The arrival of the railway infrastructure began in the 19th century and spurred further development.

Before the First World War, Church End and Chapel End had many businesses which depended on the reliance on horse power, in agriculture, and in everyday life in the village. Stablemen, grooms, blacksmiths and farriers, suppliers of horse-drawn vehicles, saddles and tack were all living and working in the area. Gradually the horse was overtaken by the motor vehicle, and businesses had to adapt. Many coach builders and blacksmiths reinvented themselves and opened garages and motor engineering works, using the skills they had already learned. Other small-scale industries included stonemasons, sawmills, cycle makers, shoemakers, and printers, who were established in the area from the 1880's onwards.

helping the RAF's success in the Battle of Britain. In 1949, around 2,000 people were working at its Church End factory.

Church End was one of four Willesden districts where heavy industry was prevalent. The others were Park Royal, Cricklewood and Kilburn. By 1936, Church End was almost wholly industrial. In 1937, Willesden as a whole was described as "the largest manufacturing borough in Britain."

After the war, the Greater London Plan of 1950 recognised the over-industrialisation and poor housing conditions of areas such as Church End and Chapel End. It proposed moving some firms and their employees to a New Town, being developed at Hemel Hempstead. The Willesden Survey of 1949 had found that 49% of Willesden's entire population would be willing to move immediately, if housing and employment were available.

Many skilled people, particularly younger workers and their families, were persuaded to move. In all, twenty-six firms, employing 5,000 workers, moved out of Willesden, including to other New Towns, such as Harlow, Stevenage and Welwyn Garden City. The vacated factory sites and workshops were given over to warehouses, retail outlets, trading area, builders merchants, and other non-manufacturing concerns.

By the 1950s, the streets on the west side of Church Road, between Craven Park and Neasden Lane, were deemed fit for redevelopment. The Council purchased properties and work began in the 1970s. Large houses at the Craven Park end were swept away first, and Church Road was widened into a dual carriageway. The north end of Church Road remained, curving right towards the White Hart Public House. Road widening and building in the 1960s changed the character of the area.



Church End had large areas of land which had not been sold for housebuilding, unlike Willesden Green. These local fields were opened up by companies such as British Thomson-Houston. In 1913 BTH built its workshops on the cricket field, north of St. Mary's vicarage, starting the area's industrialisation.

British Thomson-Houston was a subsidiary of the American General Electric Company. Their Willesden plant specialised in switch-gear equipment that was needed to control electrical systems. By 1919 it employed 462 people. Before and during the Second World War, the factory diversified, producing lighting, radio and signalling equipment for the Royal Navy, and



Photo: Russel, R [Russel] Old Postcard - Church Road Willesden



Photo: Russel, R [Russel] Old Postcard - Church Road Willesden

01.2 - architectural features

Most of the buildings on Church Road were constructed between 1893 and 1915 meaning that many of the shop fronts have highly decorative Victorian features. The diagram on the right picks out the most common typology to illustrate typical architectural features along Church Road.

These historic features establish the proportion not just of the individual building, but of the high street as a whole. Simply restoring the correct proportions and original features can immediately make your business more distinct, attractive, and easier to locate and access.

The diagram to the right identifies key terminology used to refer to parts of the Victorian façades typically found on Church Road. Guidance on how to treat and restore these elements can be found in section 07 within the appendix.

↘ before



Bakers Arms

The photos below demonstrate the positive impact of simply restoring historic features to a Victorian building.

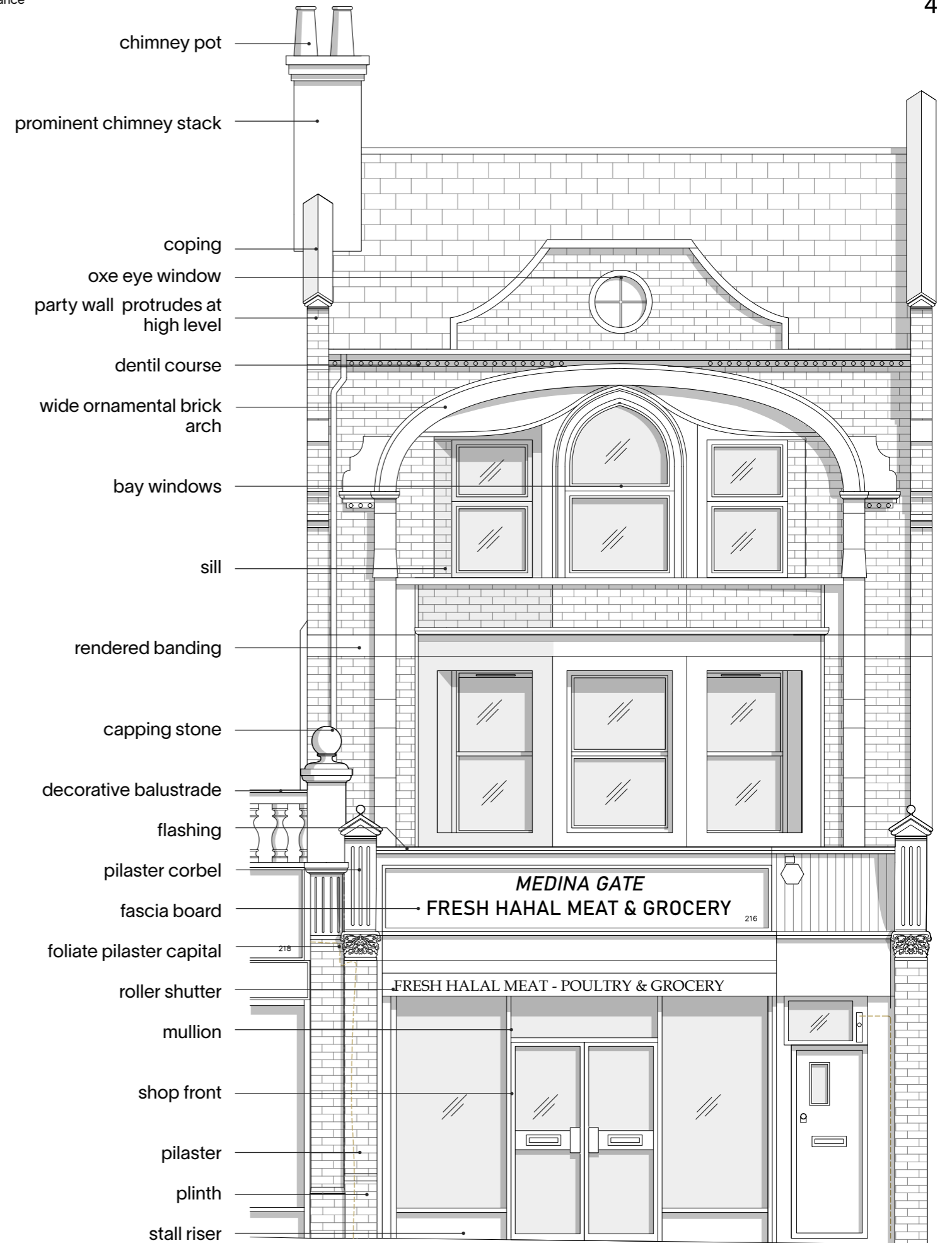
01 Corbels were in poor condition with signs of flaking and cracking. The corbel on the right was also two-tone in colour split down the middle. This should be avoided. Repainting and filling in any cracks with filler brought them back to pristine condition.

02 Pilasters had been painted over or covered by the shop front. This should always be avoided to keep the rhythm of the streetscape clear. Pilaster shafts should always be returned to their original condition if possible. (if original pilaster shafts are poor condition, refer to section 07 for guidance)

↘ after



Bakers Arms - Jan Kattein Architects



There are currently 65 shops operating on Church Road within 21 categories, making the offer here highly varied. These are listed at the key at the bottom of the page.

The most common business types are general food shops and wholesalers, making up around 18% of the high street offer.

Second most prevalent are fast food outlets, which are more common towards the south of Church Road amounting to around 13% of the high street.

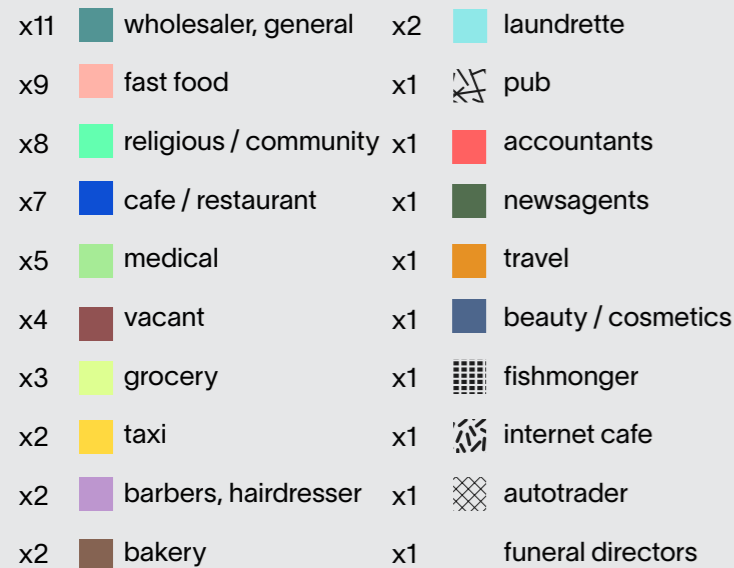
There is also a high number of community / religious or charitable organisations. Eight of these are currently facing the high street, making up 12% of the high street frontage. These would benefit more legible access from the street.

There are also notably seven cafés / restaurants, many of these offering takeaway services. These make up around 10% of Church Road.

The diversity of businesses on Church Road reinforces the need for clarity and rhythm in their presentation to ensure an attractive town centre which is easy to navigate.



+ KEY



01.4 - Willesden Market

Markets help make up the fabric of London life. They are at the heart of our communities and local places, and offer Londoners a diverse range of economic, social, and environmental benefits.

Markets can generate footfall increases of around 25% for town centres and increase retail sales, with significant numbers (55% to 71%) of market visitors spending money in other shops, calculated to be worth £752 million a year to London's shop-based retailers.

Willesden Market is an incredibly vibrant asset set to move onto Church Road attracting people from the local area and beyond. Creating an attractive shop front will help capture the attention of the footfall that the market brings, thus increasing economic potential.

These are some examples of how shop owners in other areas have benefited from street markets.

- Hoe Street - Walthamstow
- East Street market - Walworth
- Chatsworth Road - Hackney

The shopfronts capitalise on the markets by...

- + aligning opening hours with the market itself
- + capitalising on additional footfall the market brings through attractive eye catching shopfronts and clear displays
- + food businesses can consider taking on stalls to interact more intimately with the market and footfall
- + making use of shared outdoor seating to attract people to linger outside your shop



➤ Hoe Street



➤ East Street market



➤ Chatsworth Road



01.5 - development in Church End

The Church End Growth Area Masterplan identifies that BSSA3 has been targeted in Brent's emerging Local Plan for the delivery of 96 new homes in Church End.

Church Road has been identified within the Church End Growth Area boundary. This means that significant change is coming to Church End. New development will bring more footfall and therefore more economic opportunity. The measures outlined in this design guidance aim to help existing business owners to make the most of this opportunity.

Public realm

- a** Market street, activated on market days with additional footfall to the benefit of a consolidated core of high street retail businesses.
- b** Community high street, with improved public realm and tree planting to create a more tranquil, pedestrian friendly environment around faith, civic and community spaces to the east of the market.
- c** New public square to southwest end of high street, overlooked by high street businesses and activated through markets and with capacity to host small occasional outdoor events.

Approach to parking
n/a

Approach to servicing
The high street is proposed as a pedestrian priority shared surface, with service access to existing businesses and the market only. Servicing hours could be restricted to exclude busy shopping hours and gathering times, e.g. Friday prayers. The existing planning permission for the market site appears to eliminate any possibility for existing high street businesses to be serviced from the rear.

Land use (indicative)

- Industrial B2/B8/E - existing
- Shared yard for industrial uses
- E(g) - Uses which can be carried out in a residential area without detriment to its amenity: incl. offices, R&D and light industrial
- E(c)/E(g) - Commercial offices, workspace and professional services
- E(g) - Affordable Workspace managed by selected operator
- F - Community and Learning
- E(a)/(b)/(c) and sui generis - Retail, F&B and local services
- New green and open spaces (with informal play integrated with landscape)

Servicing (indicative)

- Proposed servicing route (industrial)
- Proposed servicing route (non-industrial)

Access (indicative)

- ▲ Main entrance (non-residential)
- ▲ Residential entrance
- △ Service entrance

Parking (indicative)

- On-street parking
- ≡ Car park (podium/dedicated)





02 design guidance

02.1 - a successful church road - example

Your shop front is part of the wider picture of the high street as a whole. A shop front which responds appropriately to its context can help to create an enjoyable and pleasant high street that attracts economic success for all.

Many of the most successful high streets show:

- + a distinct architectural rhythm
- + clear, well-proportioned shop fronts and fascias
- + characterful advertisements which are respectful to the host building

On the right is a before and after photo of high street improvement works carried out in Leyton by Jan Kattein Architects.

before

The streetscape is busy and visually chaotic. Proportions of the existing building are lost amongst disorderly fascia boards and window displays. Many original architectural features are obscured or damaged. The individuality of each shop cannot be fully appreciated when these rhythms are lost.

after

Each shop front is distinguished by restored pilasters, which are of uniform colour and proportion. Neighbouring shop fronts are also respectful by keeping graphics and window displays tidy, whilst expressing individual character through original, well-thought out and even playful commercial signage in materials which are appropriate to the Victorian buildings.



02.2 - a successful shop front

A well designed shop front is one of the most effective ways to increase your business' visibility. This is the first chance to boast your unique character and let the public know who you are and what you provide. As people walk past, your shop will need to be clear, visually pleasing & attractive to optimise your presence on the high street. An easy to understand, accessible frontage which is easy to see into is a great way to attract new customers.

On the right are some examples of successful & unsuccessful shop fronts.

The following sections will help guide you on how to optimise your presence on the high street:

- 02.3 - Victorian shop fronts
- 02.4 - successful fascia
- 02.5 - successful sign
- 02.6 - successful displays
- 02.7 - successful hanging sign
- 02.8 - successful entrance
- 02.9 - successful awning



✘ BEFORE: A poorly proportioned 'box' sign, ill-placed projecting sign, visually confusing residential entrance, missing corbel and bracket detract from the shop front's appearance, while large posters on window block views inside the shop



✔ AFTER: New fascia signage restores original building proportions with unique, colourful graphics and considered illumination. The residential entrance reads clearly in subservience to the shop frontage, while de-cluttered glazing allows views into the shop.



✘ BEFORE: The above shopfront is covered in notices and third party advertisement. These, together with a semi-solid shutter, create a hostile shop front which is not inviting to customers.



✔ AFTER: An uncluttered display and replacement of the shutter with security glazing advertises the business by allowing the public clear views in from the street.

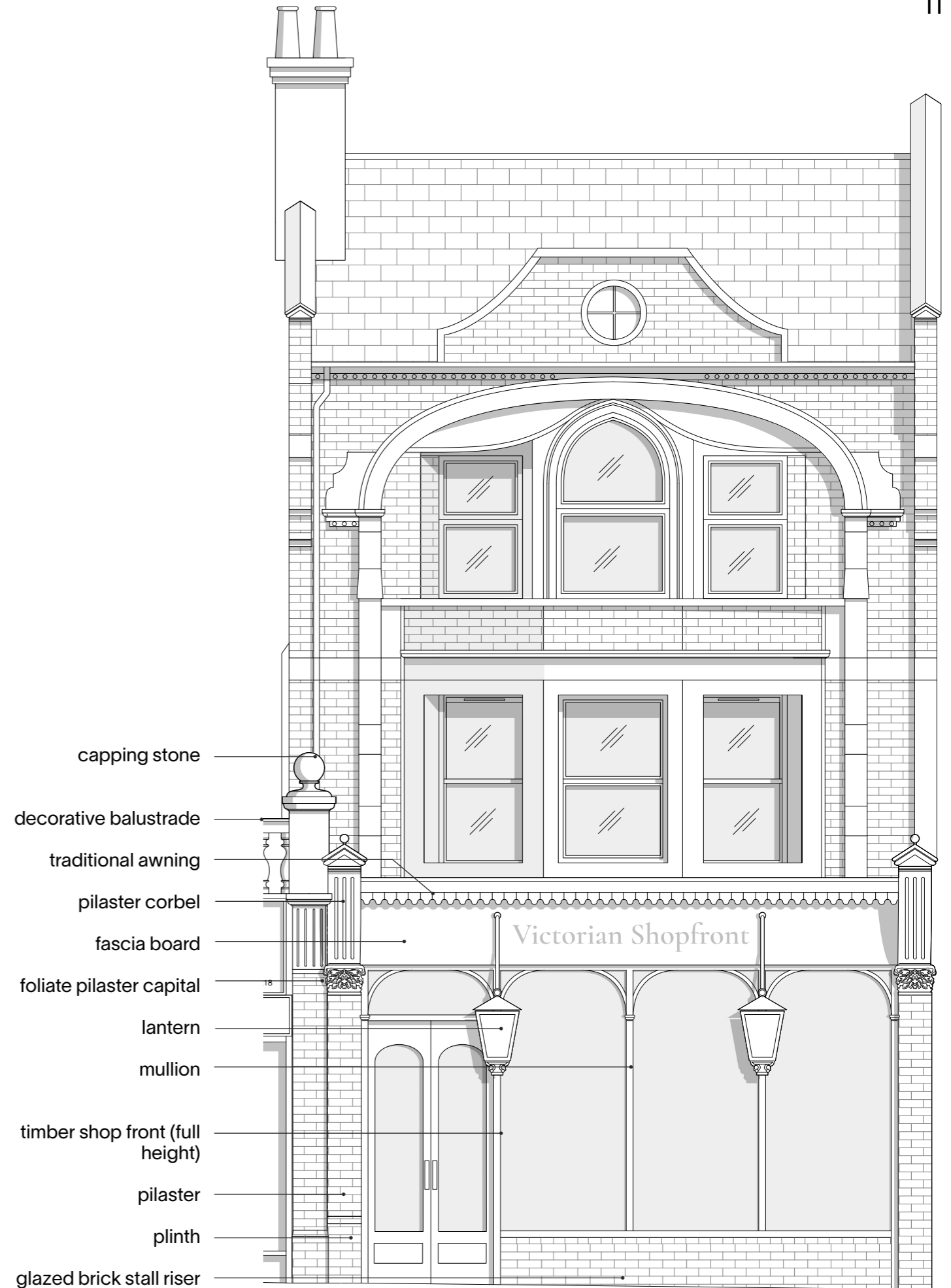
02.3 - Victorian shopfronts

As many of the shop fronts in Church End date from the Victorian era, it is important to highlight the decorative elements and how they can be celebrated and maintained.

The illustration on the right depicts a traditional shop front as might have been found in Church End between 1890 - 1920. The key features that define a traditional Victorian shop front are as follows:

- + highly decorative elements such as corbels, decorative balustrades, capping stones, capitals, lanterns
- + a full height timber shop front. This allows generous light into the shop. Thick mullions emphasise verticality and hold heavier glass panels.
- + glazed brick stall riser of 6 courses high.
- + fascia board aligns with the proportions defined by the corbel and pilasters.
- + traditional fabric awnings with the awning box installed above the cornice
- + decorative lanterns

Unfortunately, many shop fronts within Church End have been replaced with aluminium examples or timber shop fronts which do not align with the traditional proportions. If you are planning to replace your shop front, following the principles of the original arrangement as closely as possible will help to restore the high street's historic building fabric.



Your fascia sign is one of the most important opportunities to show off your business' brand. Well composed and proportioned text, font, layout, and colour palettes help customers to remember and recognise a brand.


It is also important to maintain traditional proportions in the context of the Victorian features that make up Church Road. Alignment of fascia's & sub-fascias should look like images with a tick shown on the right. This makes it easier for visitors to the high street to find businesses, while making for an attractive building façade.

When designing a fascia board, the following elements should be considered:


- + proportions - should extend the full width between the pilasters, and from the base to the 'shoulder' of the corbel
- + material - painted timber is appropriate for Victorian and early 20th century buildings, and allows for repairs to be made easily and cheaply
- + illumination - indirect illumination, rather than internally illuminated lightboxes, makes sure your business is clearly visible without causing excessive light pollution
- + incline - respects the original detail & improves legibility from street level
- + boxing & flashing - provides protection to the fascia from the rain, ensuring your fascia lasts longer.
- + information - less is more. Your fascia should include;

business name; smaller text for any additional information about services (should be minimal); consistent position of street number. Text size should be greater than 1/3 the total height of the fascia. Remember, the less text, the clearer your message and impact will be.




 This sign is difficult to read, with text in a variety of colours and sizes superimposed over photo graphics. Redundant lettering is still in place on the shutter boxing.




 This shop's signage does not clearly communicate the business' name and services. The fascia board itself is not aligning with the Victorian terrace proportions and steps awkwardly over the external roller shutter box. This sign suffers from: A. oversized lettering B. too much information C. non-distinctive graphics D. inappropriate materials E. no illumination



 This exemplar fascia board upholds the traditional proportions & provides a clear, legible backdrop for the shop signage.

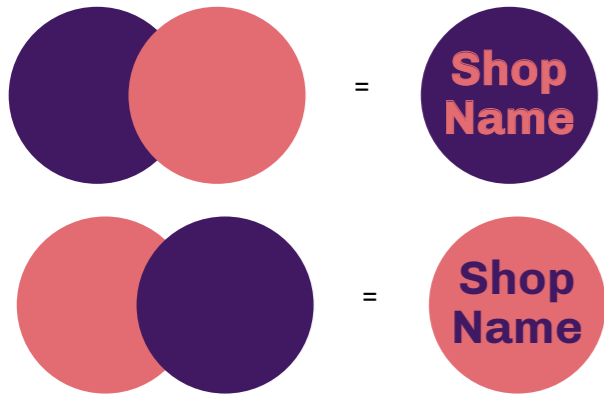


 This exemplar sign celebrates the shops uniqueness in a fun + creative manner, whilst clearly depicting what the shop provides. Letter sizes are not too large but are still legible from across the street allowing for a visually pleasing sign. The shop number is also clearly displayed on the opposite side of the entrance and has sufficient 'blank space' around it to be legible.

Careful consideration of the colour palette for a new shop sign and shopfront will help to celebrate the uniqueness of your business. Beyond usual primary colours, there are thousands of shades available from even the most common paint or vinyl graphics manufacturers.

A considered palette can give the impression of sophistication and unusual or unique colours will make a shop stand out amongst competitors.

Not all your colours need to be bold. Sometimes pairing one bright colour with some other muted tones can create a dynamic shopfront. Here is just a selection of colour combinations complete with their CMYK colour values, (CMYK stands for cyan, magenta, yellow + black and it is used in digital image processing and printing) but many others are also appropriate.



Contrast between sign writing and background is essential to ensure legibility. Once you've chosen your colours for text and background, for reference you can check the legibility [here](#). You will need to at least pass the legibility for 'large text'.

	C: 44 M: 66 Y: 48 K: 18	C: 40 M: 0 Y: 25 K: 0	C: 3 M: 4 Y: 53 K: 0		C: 36 M: 61 Y: 67 K: 20	C: 24 M: 15 Y: 39 K: 0	C: 5 M: 4 Y: 11 K: 0		C: 87 M: 64 Y: 62 K: 67	C: 80 M: 36 Y: 82 K: 25	C: 0 M: 47 Y: 10 K: 0
	C: 48 M: 61 Y: 39 K: 10	C: 4 M: 81 Y: 69 K: 0	C: 9 M: 40 Y: 47 K: 0		C: 54 M: 50 Y: 0 K: 0	C: 22 M: 12 Y: 0 K: 0	C: 21 M: 0 Y: 10 K: 0		C: 52 M: 54 Y: 41 K: 10	C: 4 M: 3 Y: 3 K: 0	C: 2 M: 91 Y: 100 K: 0
	C: 34 M: 5 Y: 5 K: 0	C: 11 M: 12 Y: 16 K: 0	C: 69 M: 43 Y: 47 K: 14		C: 86 M: 89 Y: 0 K: 0	C: 48 M: 23 Y: 41 K: 1	C: 6 M: 1 Y: 4 K: 0		C: 36 M: 19 Y: 40 K: 0	C: 2 M: 2 Y: 7 K: 0	C: 13 M: 29 Y: 16 K: 0
	C: 8 M: 28 Y: 2 K: 0	C: 0 M: 33 Y: 60 K: 0	C: 88 M: 10 Y: 28 K: 21		C: 50 M: 71 Y: 36 K: 12	C: 3 M: 4 Y: 4 K: 0	C: 77 M: 4 Y: 64 K: 0		C: 23 M: 94 Y: 90 K: 15	C: 18 M: 39 Y: 0 K: 0	C: 1 M: 5 Y: 10 K: 0
	C: 68 M: 19 Y: 37 K: 0	C: 3 M: 4 Y: 4 K: 0	C: 19 M: 40 Y: 28 K: 0		C: 81 M: 46 Y: 100 K: 53	C: 33 M: 24 Y: 66 K: 1	C: 23 M: 4 Y: 100 K: 0		C: 51 M: 57 Y: 66 K: 32	C: 4 M: 7 Y: 7 K: 0	C: 80 M: 38 Y: 0 K: 0
	C: 6 M: 84 Y: 53 K: 0	C: 6 M: 50 Y: 28 K: 0	C: 12 M: 16 Y: 29 K: 0		C: 88 M: 100 Y: 28 K: 21	C: 27 M: 48 Y: 12 K: 0	C: 3 M: 8 Y: 3 K: 0		C: 63 M: 50 Y: 81 K: 44	C: 0 M: 31 Y: 100 K: 0	C: 2 M: 1 Y: 10 K: 0
	C: 95 M: 89 Y: 0 K: 0	C: 4 M: 27 Y: 87 K: 0	C: 1 M: 11 Y: 1 K: 0		C: 71 M: 25 Y: 30 K: 0	C: 7 M: 8 Y: 17 K: 0	C: 5 M: 25 Y: 84 K: 0		C: 22 M: 95 Y: 100 K: 13	C: 11 M: 16 Y: 31 K: 0	C: 17 M: 36 Y: 62 K: 0

02.6 - successful displays

Curating an internal window display is another useful tool to maximise your street presence and attract customers. However, displays can quickly become detrimental by blocking views into the shop, displaying too much information and becoming visually overwhelming.

A successful window display considers the following:

- keeping clear lines of sight into the shop
- a direct response to your shop's character
- simplicity
- sparing use of window vinyls

Vinyls should contain minimal information about the shop's branding or services. They can be used in a playful way to frame the internal shop displays.

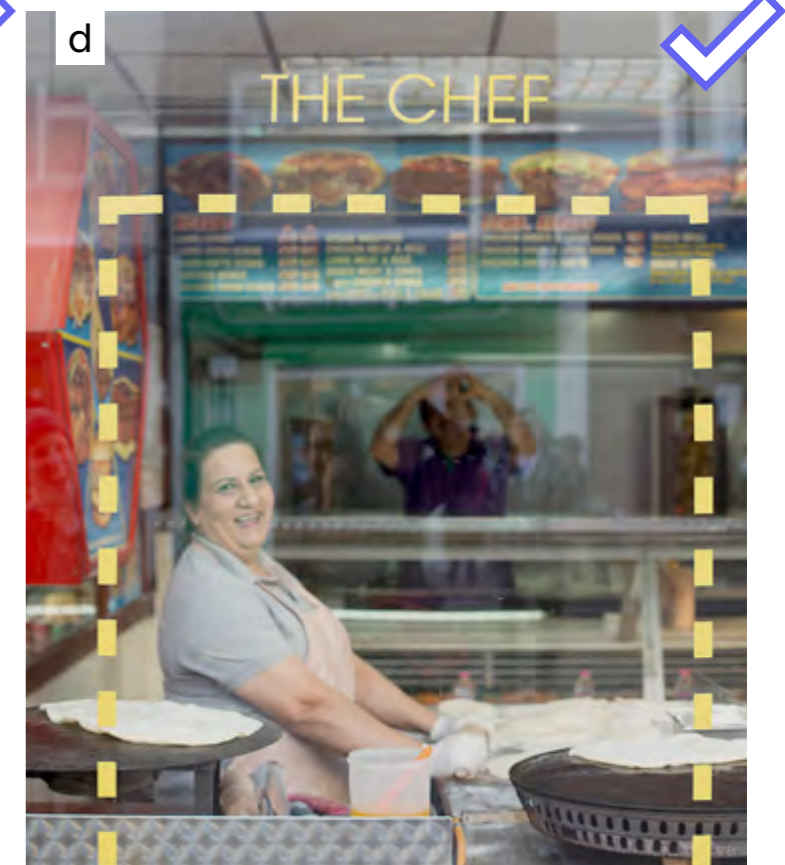
Window displays should not obscure views into the shop, for example - should not be too high or wide. Ideally they should be flexible to allow for changing displays of products and responds to changing market trends.

✘ a - This display is cluttered and repetitive, with shelving in poor condition and a stack of water bottles obscuring views into the shop. Using shop frontage for storage space is not the best use of space.

✔ b - This is a good example of a creative and functional display that creates order and contrast between it and the shopfront.

✔ c - This is a good example of a creative window display that frames an interesting viewing aperture into the shop while clearly displays products they offer.

✔ d - These window vinyls are a light-hearted way of making onlookers stop and focus on the heart of the shop, in this case the chef.



02.7 - successful hanging sign

A projecting sign is another effective way to improve your business' visibility to pedestrians moving along the high street. The examples shown here creatively and joyfully tells a story about the shop.

If you are considering a projecting sign, It is important to carefully consider what is special about your business and consider how this could be expressed in a simple, stylised manner on your projecting sign. A successful projecting sign:

- + should be fixed to the fascia sign, NOT the pilaster, party wall or upper facade.
- + should not be illuminated to avoid excessive bulk or nuisance to residents above.
- + should be playful and bold, without trying to include too much information.
- + should hang from a suspension rod, rather than projecting directly from the fascia / wall.
- + must be at least 2.6 metre above the ground at the bottom edge.
- + must maintain at least 1 metre distance from kerb line to edge of sign



Classic Dry Cleaners uses a consistent colour palette and a bubble motif to reference the business' laundry offer. In both the projecting sign and the fascia sign, the colours of the lettering contrast the background colour. The colours are inverted on the projecting sign.



Gina has a simple suspended iconographic sign affixed to the fascia board, which communicates the shop's function.



02.8 - successful entrances

If you are looking to replace your shop front, specific attention should be given to placement of your new entrance. As typologies 01 & 02 mirror along the party wall, the residential entrances to the properties above will be side by side, either side of the pilaster. For clarity, the entrance to your shop should be distinct from the residential entrance, either on the opposite side or at the middle of the shop front.

This example on Francis Road exemplifies clear delineation between the residential entrance and the shopfront entrance.

01 The residential entrance should be clearly numbered with flat letters also present

02 The shop front entrance should be located on the opposite side furthest away from the residential entrance. The placement of the door could be central to the shopfront but should never sit directly next to the residential entrance as shown below.



Francis Road, Leytonstone. Photo by Jan Kattein Architects



Francis Road, Leytonstone. Photo by Jan Kattein Architects

03 Considering the residential entrance of your shopfront within your design can create a more interesting and dynamic shop front as a whole.

Many of the typologies on Church Road have residential entrances meaning that they have a strong presence within the overall high street frontage. Where possible, residential entrances should be painted in the same colour as your shop front and entrance door, creating a cohesive frontage within the rhythm of the Victorian pilasters.

02.9 - successful awning

An awning for your shopfront can be a great way to define yourself along the high street whilst providing:

- shade (particularly for shops on the north side of Church Road)
- a chance to provide more graphics and character of your shop.

If your shop is north facing, an awning may give you very limited additional shade, and may not be a worthwhile investment.

Type of Awning

There are many types / styles of awning to choose from. However considering the Victorian context of Church Road, it is preferable to install a [01] 'Traditional' sliding arm awning. Traditional awnings have remained largely unchanged from the 19th century and provide a characterful and sustainable solution to shade your shop front. Electric motorised awnings may seem an attractive option, however these can malfunction or break, incurring more maintenance or replacement costs. As traditional awnings are manually operated, there is little that can go wrong and repairs are cheap.

The location of the awning is also important. In all typologies presented within this document, it is preferable that the awning box is to be fixed at the top of the fascia (cornice) [02]. This reflects the historic nature of Church Road.

The location of the runners should also be considered. The [03] runners should be fixed to the shopfront itself NOT the pilaster. [04]

Fabric

The unfurled fabric presents another opportunity to be creative and tell onlookers more about your shop. [05] Customised graphics can be applied to the fabric or you can choose from a library of more standard universal patterns. Creating an awning which establishes a subtle contrast with the shop front is preferable to attract attention and create a more engaging frontage.



Finsbury Park, Al Baraka Supermarket. Photo by Jan Kattein Architects



03 typologies

TYPE

these buttons will highlight your shop typology on the map

Before starting the design process and assembling your planning drawings, you must first determine which typology your shop front belongs to. This page will point you in the right direction.

- click through the typologies by clicking the grey buttons to highlight the relevant areas on the map to determine which typology your property falls within. The prompt at the bottom left of the pages will then guide you to specific information on your typology.



If interactive buttons stop working, please double click off the page into the grey border. This should reset your PDF view. If this still doesn't work, close and reopen the PDF.





This typology comprises ornate three-storey shopping parades built between 1893 and 1915. This includes a shop front which protrudes slightly to contain bowed windows to the second and first floors, set within a brick and stucco arch feature. Historic photos indicate that three out of every four façades would have included a pronounced brick gable with an ox-eye window above eaves level. The centre of each sequence of three would also have included a pedestal and ball atop.

On the southeast side of the street, the majority of original façade features remain intact, although many brick gables are missing. Only one property on this terrace includes a front dormer extension, although there are several rear dormers and evidence of many loft conversions. At low level, there is widespread evidence of disrepair, poor quality glazing, fascias and shopfronts. These façades are central to the architectural character of Church End, and restoration of original features and proportions should be a priority.



- Prominent chimney stack in red brick
- Ornate brick gable (every 2 bays)
- Coping
- Ox eye window
- Ornamental brick cornice with front gutter
- Party wall protrudes at high level
- Round-headed middle window to second floor bay
- String course moulding
- Blind bay with brick arch and stuccowork keystone
- Stuccowork string course
- Decorative brick bands and stuccowork detailing
- Large first floor timber multi-panelled sash bay windows
- Pilaster corbel
- Projecting shop front
- Pilaster shaft
- Residential entrances paired either side of pilaster
- Pilaster plinth



3.3 - typology 01 principles

The principles set out in this drawing align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the glazed brick pilasters, corbels, brackets, architraves and plinths to their original condition. If these features are badly damaged or missing, they should be replaced with replicas of neighbouring properties of the same typology.

B - Your shop front should maximise the typology's floor to ceiling height to draw in a generous amount of light into the shop.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between the top of the capital and the 'shoulder' of the corbel.

D - Your fascia board should display your shop's name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

E - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

F - The residential entrance door should be painted to match the shop front with clear numbering and flat letters.

G - Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted..

H - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame. Colours should also compliment the original red glazed brick pilasters, which should be restored.

I - A new timber shop front should reinstate a stall riser in glazed brick which match or compliment the colour of your new shop front.

J - Your shop front should also be kept clean and uncluttered, especially if you are looking to install a window display. There should be a clear line of sight through the shop.

- 01 restore corbel + capping stone to original condition
- 02 restorate pilasters to original condition
- 03 restore of decorative facing to corbels
- 04 thoroughly clean Victorian elements
- 05 awning box
- 06 LED festoon lighting, rear mounted
- 07 hanging sign
- 08 half size secondary text
- 09 new timber fascia + sub-fascia
- 10 modest yet distinctive graphics
- 11 new painted timber shop front
- 12 internal open grille roller shutter
- 13 internal display / window vinyl
- 14 stall riser - 6 brick courses high
- 15 traditional sliding arm awning
- 16 repainted residential entrance to match new shop front colour
- 17 lead flashing
- 18 entrance door opposite to residential entrance

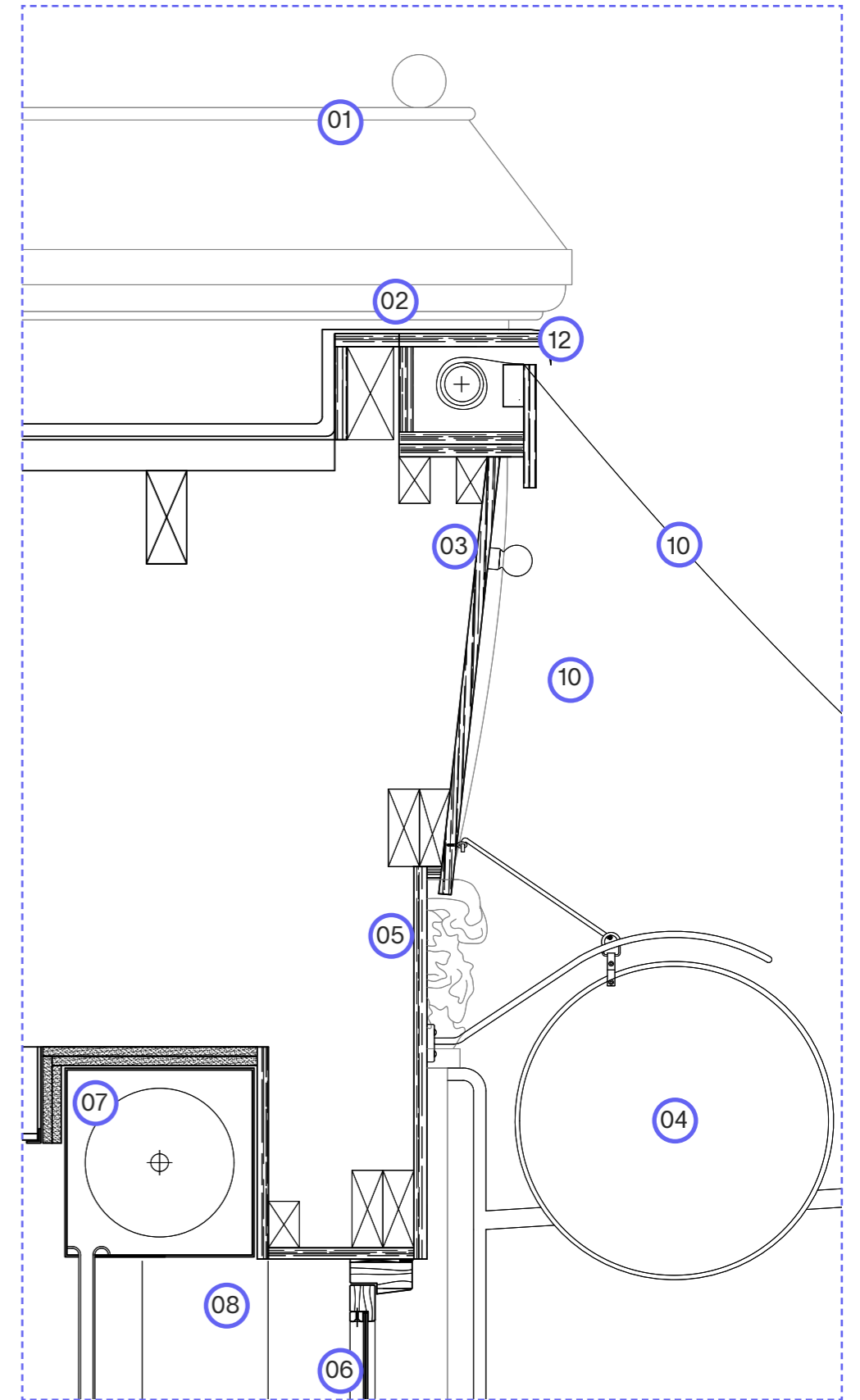
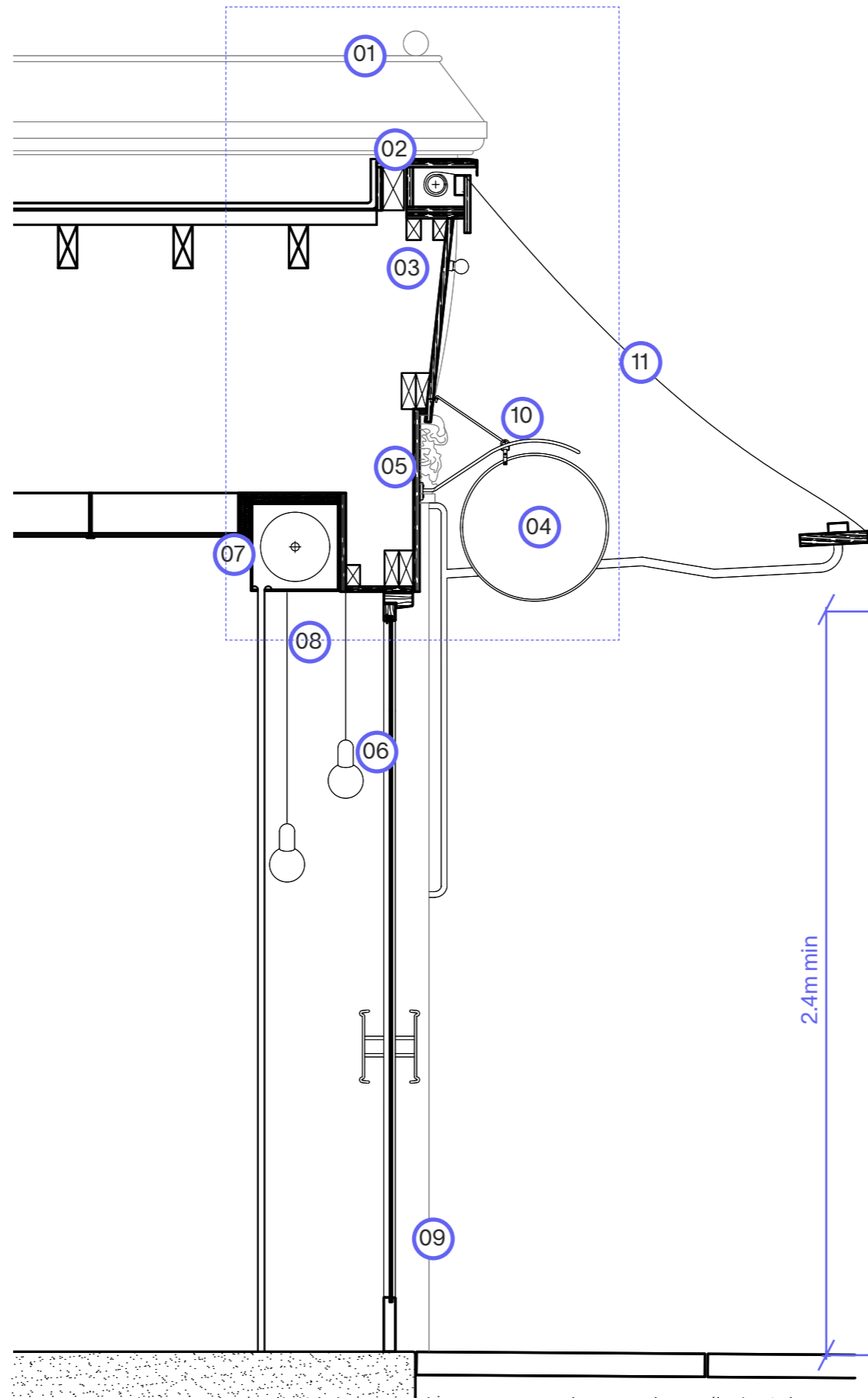


3.4 - typology 01 section & detail

These indicative sections will provide you with a basic understanding of the details of a high quality shop front which fits well in this building typology.

It is important to set back your roller shutter from the shop front by at least 300mm to allow for a window display to be visible even when closed.

- 01 restoration of Victorian stonework features
- 02 awning box
- 03 LED festoon lighting, rear mounted
- 04 hanging sign
- 05 new timber sub-fascia
- 06 new painted timber shop front
- 07 internal open grille roller shutter
- 08 internal display / window vinyl
- 09 restoration of pilasters to original condition
- 10 traditional fabric awning
- 11 thoroughly cleaned Victorian decorative features
- 12 lead flashing





These structures form a highly contiguous three storey Victorian shopping parade in yellow stock brick, constructed between 1874 and 1893. Upper façades remain in moderate condition. Shopfronts and fascias are largely in poor condition, with many original features (corbels, pilasters) missing.

Roofs are flat at the front, with a pitch to the rear, set behind a high stuccowork cornice. With the exception of a hotel development above The Burren Pub, properties do not feature roof extensions.



- Chimney stack in yellow stock brick
- Deep decorative stuccowork cornice
- Decorative corbel
- Stuccowork quoining to window surrounds
- Smaller second floor timber sash windows
- Red brick banding
- Stuccowork course
- Large first floor timber sash windows
- Red brick quoining
- Deep decorative cornice
- Pilaster corbel / console bracket
- Pilaster Shaft

3.6 - typology 02 principles

The principles set out in this drawing align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the glazed brick pilasters, corbels, brackets, architraves and plinths to their original condition. Pilaster shafts should be rendered and painted white. If these features are badly damaged or missing, they should be replaced with replicas of neighbouring properties of the same typology.

B - Your shop front should maximise the typology's floor to ceiling height to draw in a generous amount of light into the shop.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between the top of the capital and the 'shoulder' of the corbel.

D - Your fascia board should display your shop name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

E - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

F - The residential entrance door should be painted to match the shop front with clear numbering and flat letters.

G - Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted.

H - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame.

I - A new timber shop front should reinstate a stall riser clad in glazed bricks or clad in timber panelling which matches or compliments the colour of your new shop front.

J - Your shop front should also be kept clean and uncluttered, especially if you are looking to install a window display. There should be a clear line of sight through the shop.

- 01 restore corbel to original condition
- 02 restore pilasters to original condition
- 03 restore decorative facing to corbels
- 04 thoroughly clean Victorian elements
- 05 awning box
- 06 LED festoon lighting, rear mounted
- 07 hanging sign
- 08 half size secondary text
- 09 new timber fascia
- 10 modest yet distinctive graphics
- 11 new painted timber shop front
- 12 internal open grille roller shutter
- 13 internal display / window vinyl
- 14 stall riser - 6 brick courses high
- 15 traditional fabric awning
- 16 repainted residential entrance to match new shopfront colour
- 17 lead flashing

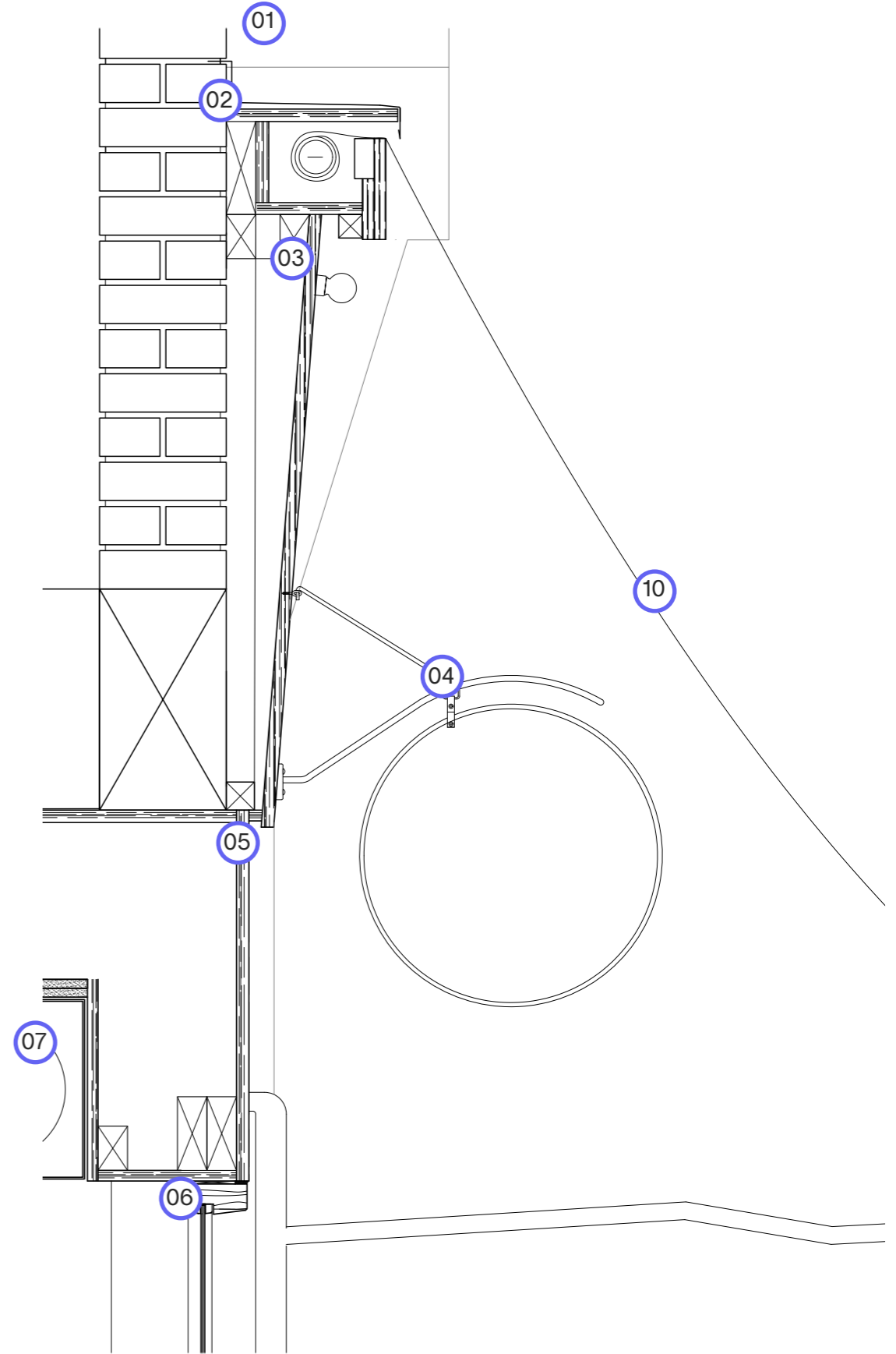
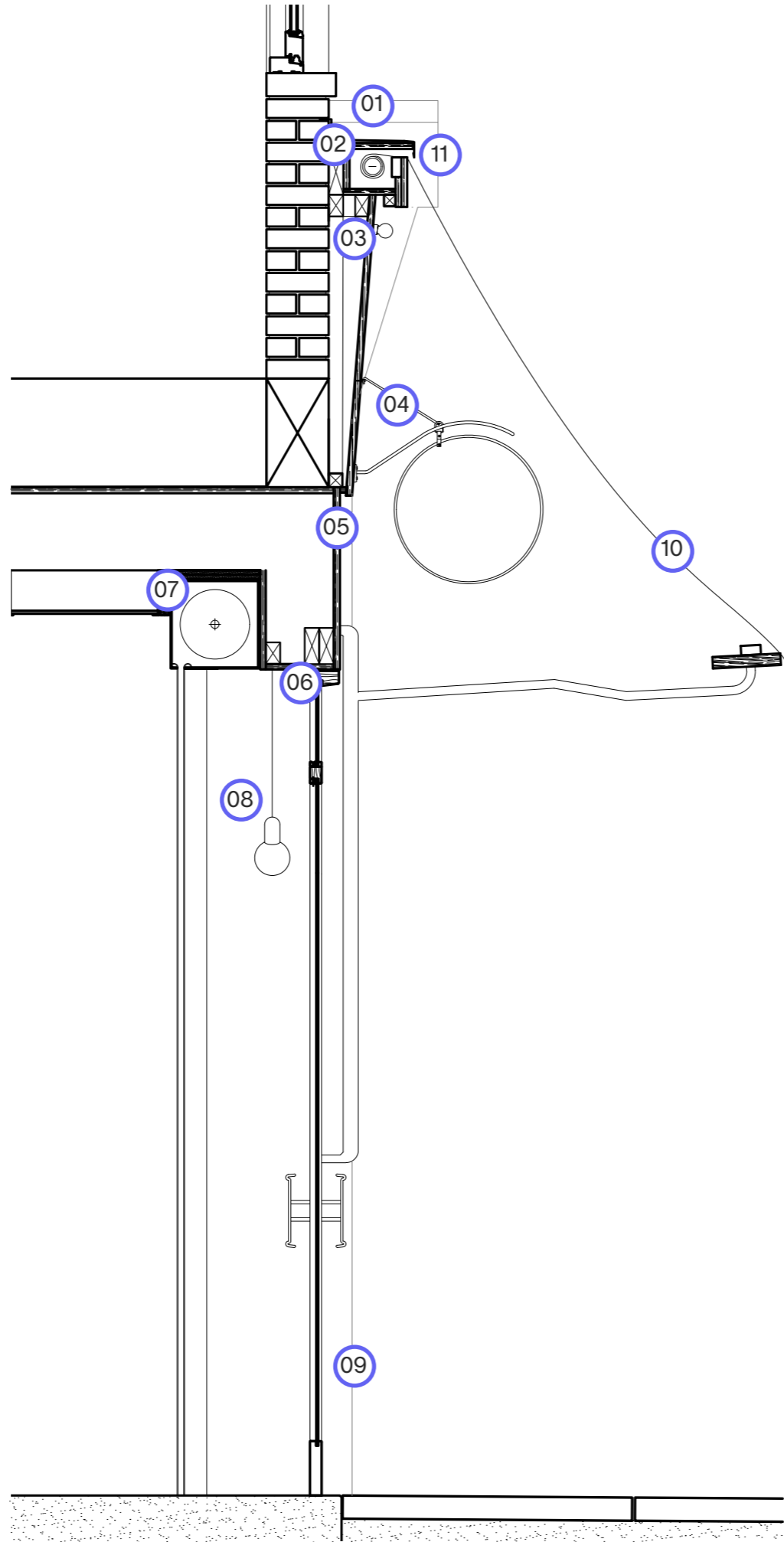


3.7 - typology 02 section & detail

These indicative sections will provide you with a basic understanding of the details of a high quality shop front which fits well in this building typology.

It is important to set back your roller shutter from the shop front by at least 300mm to allow for a window display to be visible even when closed.

- 01 restoration of Victorian features
- 02 awning box
- 03 LED festoon lighting, rear mounted
- 04 hanging sign
- 05 new timber sub-fascia
- 06 new painted timber shop front
- 07 internal open grille roller shutter
- 08 internal display / window vinyl
- 09 restoration of pilasters to original condition
- 10 traditional fabric awning
- 11 lead flashing



3.8 - typology 03

This two-storey shopping parade in red brick was constructed between 1893 and 1915. Its scale is modest, in particular relative to the dual carriageway which it curves to meet at the southwest of the town centre.

Many upper facades have been painted, and original features (pilasters, corbels) are missing at low level. Roofs are pitched steeply from front to back. No roof extensions are evident. Many units do not include separate residential street doors, and appear to be accessed via a narrow rear alley from Conley Road.



Chimney stack in red brick

Coping stone

Painted brick parapet wall

Plain thin cornice with front gutter

Pre-cast lintel

Plain brickwork wall

Two symmetrical large windows

Cornice

Pilaster corbel / console bracket

Pilaster shaft

Pilaster plinth



3.9 - typology 03 principles

The principles set out in this drawing align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the glazed brick pilasters, corbels, brackets, architraves and plinths to their original condition. Pilaster shafts should be rendered and painted white. If these features are badly damaged or missing, they should be replaced with replicas of neighbouring properties of the same typology.

B - This typology has a lower floor to ceiling height than typologies 01, 02, 'specials' & 'other 2-4 storey'. A full height timber shop front is essential to allow much needed light into the shop. This will also help restore original building proportions.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between the top of the capital and the 'shoulder' of the corbel.

D - Your fascia board should display your shop name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

E - Most residential flats above typology 03 currently do not have high street access. They are only accessible from back alleys, which does not align with Brent Council's vision for Church End, outlined on page 119 (3.3) within the [Church End Growth Area Masterplan and Supplementary Planning Document](#). Where possible, access to upstairs flats should be accommodated by the shop front. The residential entrance door should be painted to match the shop front with clear numbering and flat letters.

G - Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted.

H - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame.

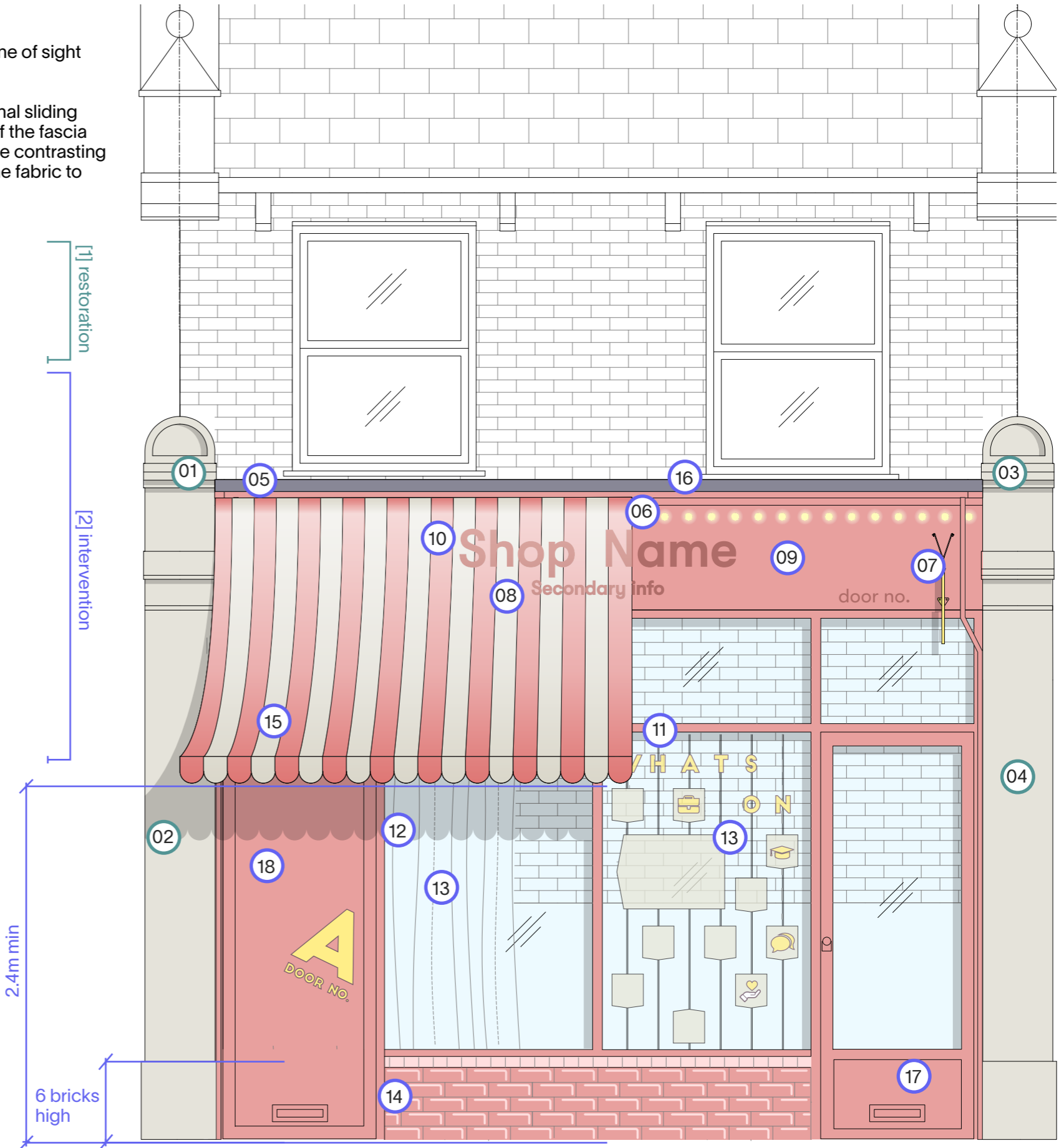
I - A new timber shop front should reinstate a stall riser clad in glazed bricks or clad in timber panelling which matches or compliments the colour of your new shop front.

J - Your shop front should also be kept clean and uncluttered, especially if you are looking to install a

window display. There should be a clear line of sight through the shop.

E - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

- 01 restore corbel to original condition
- 02 restore pilasters to original condition
- 03 restore decorative facing to corbels
- 04 thoroughly clean Victorian elements
- 05 awning box
- 06 LED festoon lighting, rear mounted
- 07 hanging sign
- 08 half size secondary text
- 09 new timber fascia
- 10 modest yet distinctive graphics
- 11 new painted timber shop front
- 12 internal open grille roller shutter
- 13 internal display / window vinyl
- 14 stall riser - 6 brick courses high
- 15 traditional fabric awning
- 16 lead flashing
- 17 new entrance fitted opposite side to residential access
- 18 new residential entrance fitted on opposite side to shop access

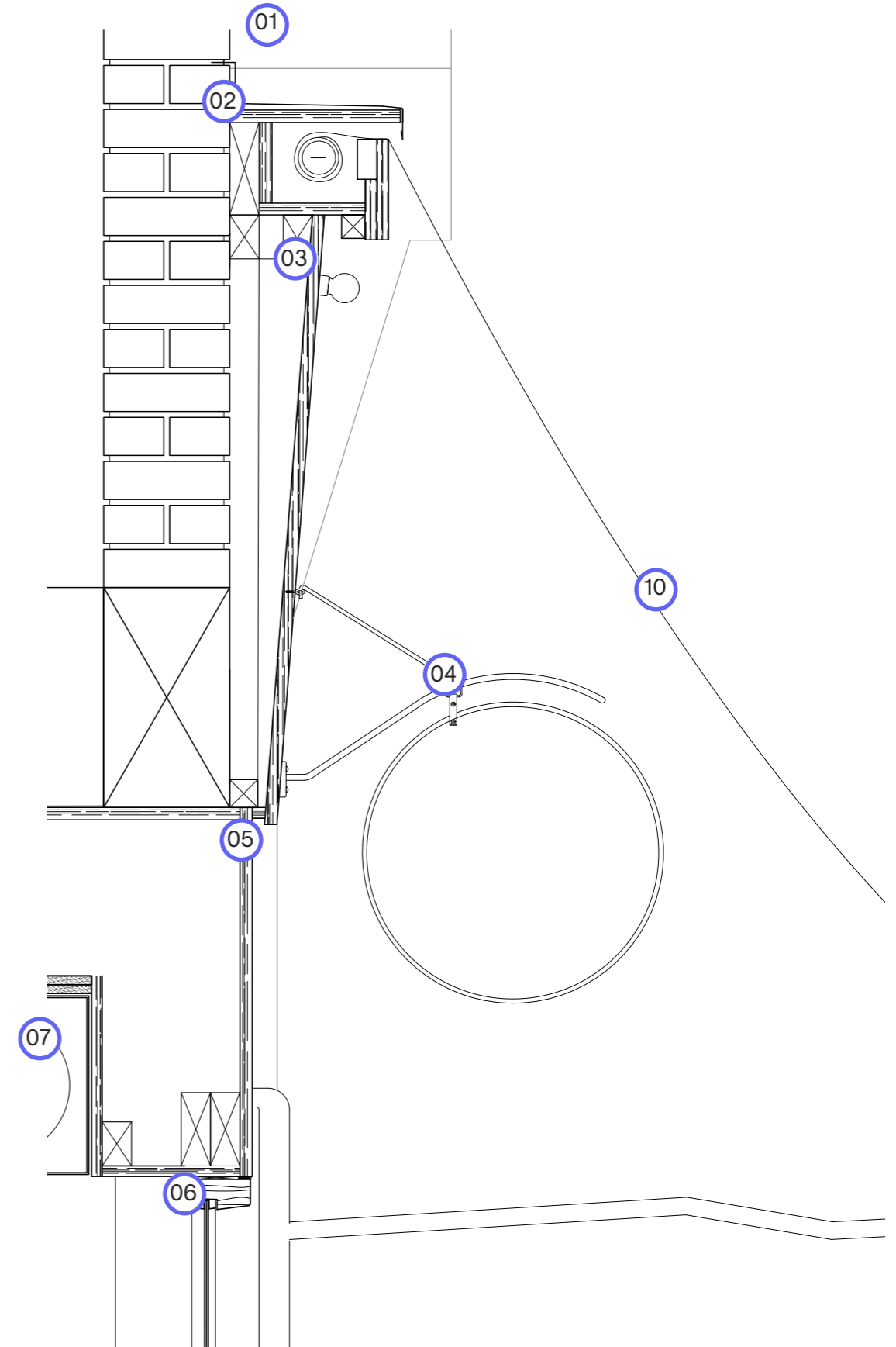
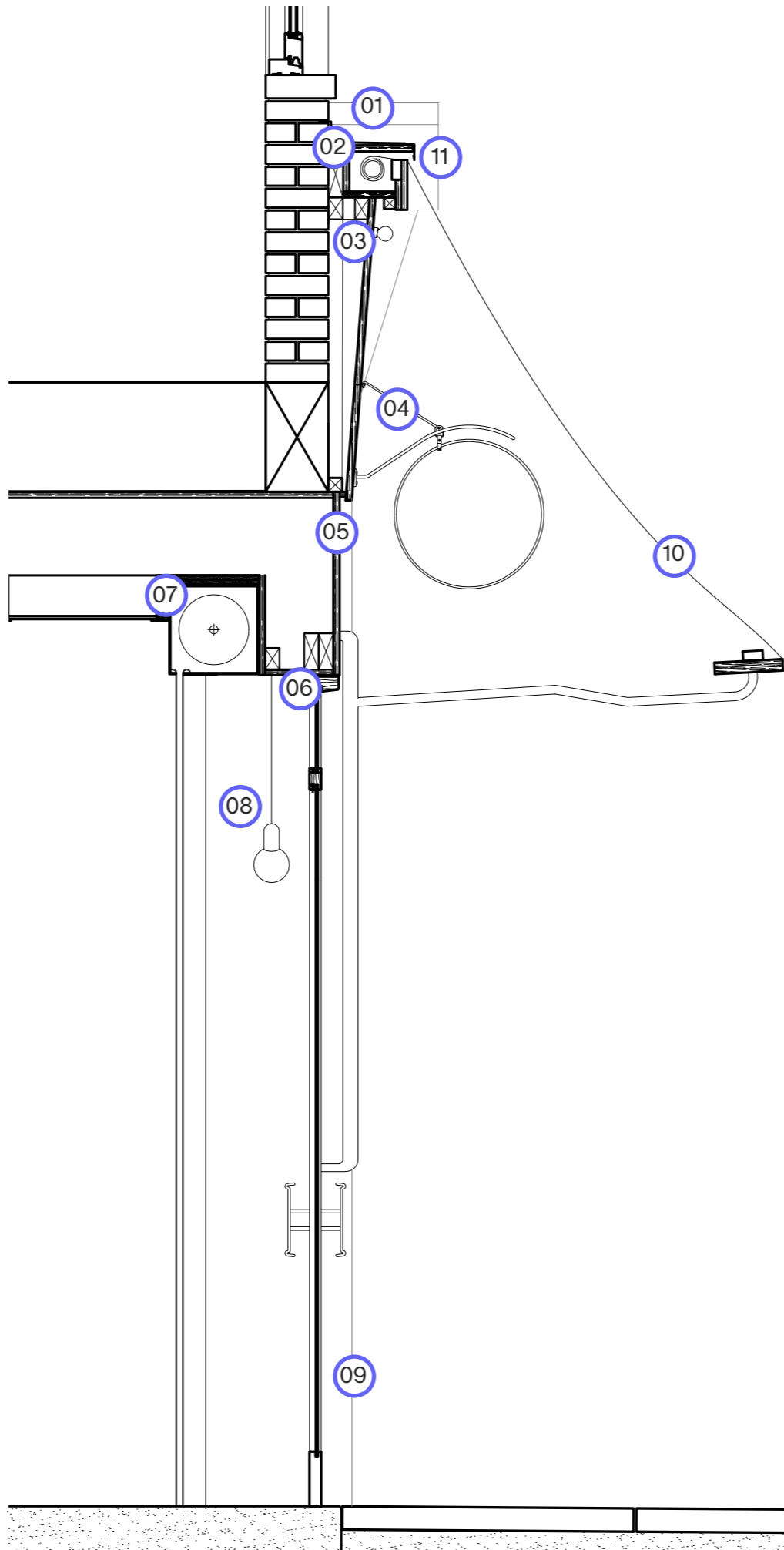


3.10 - typology 03 section & detail

These indicative sections will provide you with a basic understanding of the details of a high quality shop front which fits well in this building typology.

It is important to set back your roller shutter from the shop front by at least 300mm to allow for a window display to be visible even when closed.

- 01 restore Victorian features
- 02 awning box
- 03 LED festoon lighting, rear mounted
- 04 hanging sign
- 05 new timber sub-fascia
- 06 new painted timber shop front
- 07 internal open grille roller shutter
- 08 internal display / window vinyl
- 09 restoration of pilasters to original condition
- 10 traditional fabric awning
- 11 scalloped lead flashing



3.11 - other single storey

This typology comprises of more simple single-storey shopping parades built around 1954. Tailing off towards the northern end of Church Road and connects to the current location of Willesden Market, there are only seven instances of this typology. No corbels, brackets, capping stones or capitals are present on the norther flank of Church Road, consistent with their later construction. Brick pilasters set the rhythm of the typology and are largely in fine condition. No residential entrances are present in this typology.

not shown on map?



Cornice

Pilaster shaft

Pilaster plinth



3.12 - other single storey principles

The principles set out in this drawing align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the pilasters, architraves and plinths to their original condition. Brick plinths and cappings should be repainted a neutral colour using a high quality masonry paint as shown in the drawing on the right.

B - This typology has a lower floor to ceiling height. A full height timber shop front is essential to allow much needed light into the shop. This will also help restore original building proportions.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between existing cornice and protruding brick course at the pilaster head.

D - Your fascia board should display your shop name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

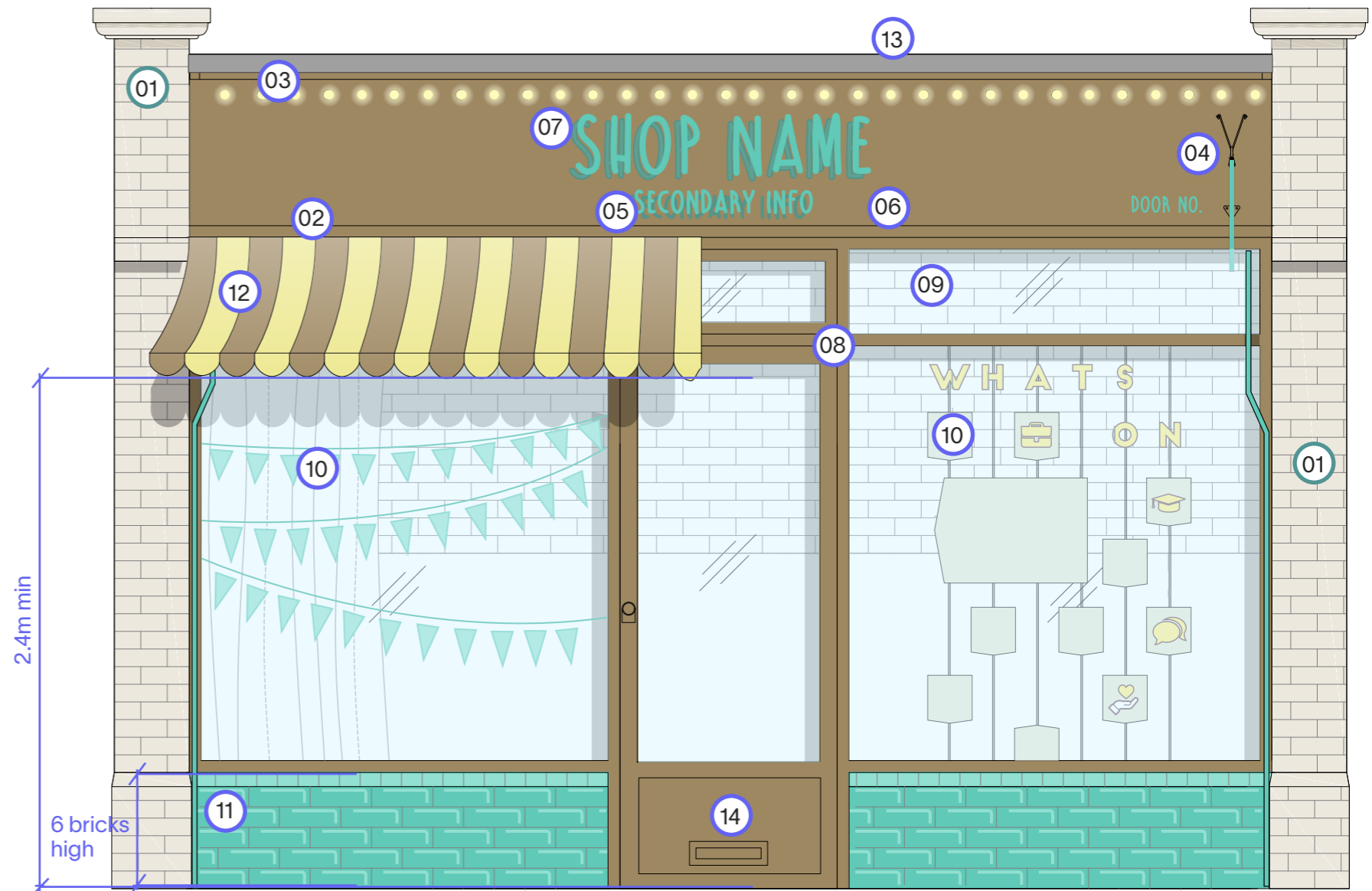
E - Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted.

F - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame.

G - A new timber shop front should reinstate a stall riser clad in glazed bricks or clad in timber panelling which matches or compliments the colour of your new shop front.

H - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

- 01 thoroughly clean and decorate pilasters
 - 02 awning box
 - 03 LED festoon lighting, rear mounted
 - 04 hanging sign
 - 05 half size secondary text
 - 06 new timber fascia to align with protruding brick course on pilaster
 - 07 modest yet distinctive graphics
 - 08 new painted timber shop front
 - 09 internal open grille roller shutter
 - 10 internal display / window vinyl
 - 11 stall riser - 6 brick courses high
 - 12 traditional fabric awning
 - 13 lead flashing
 - 14 new entrance fitted centrally to shop front
- [1] restoration
- [2] intervention

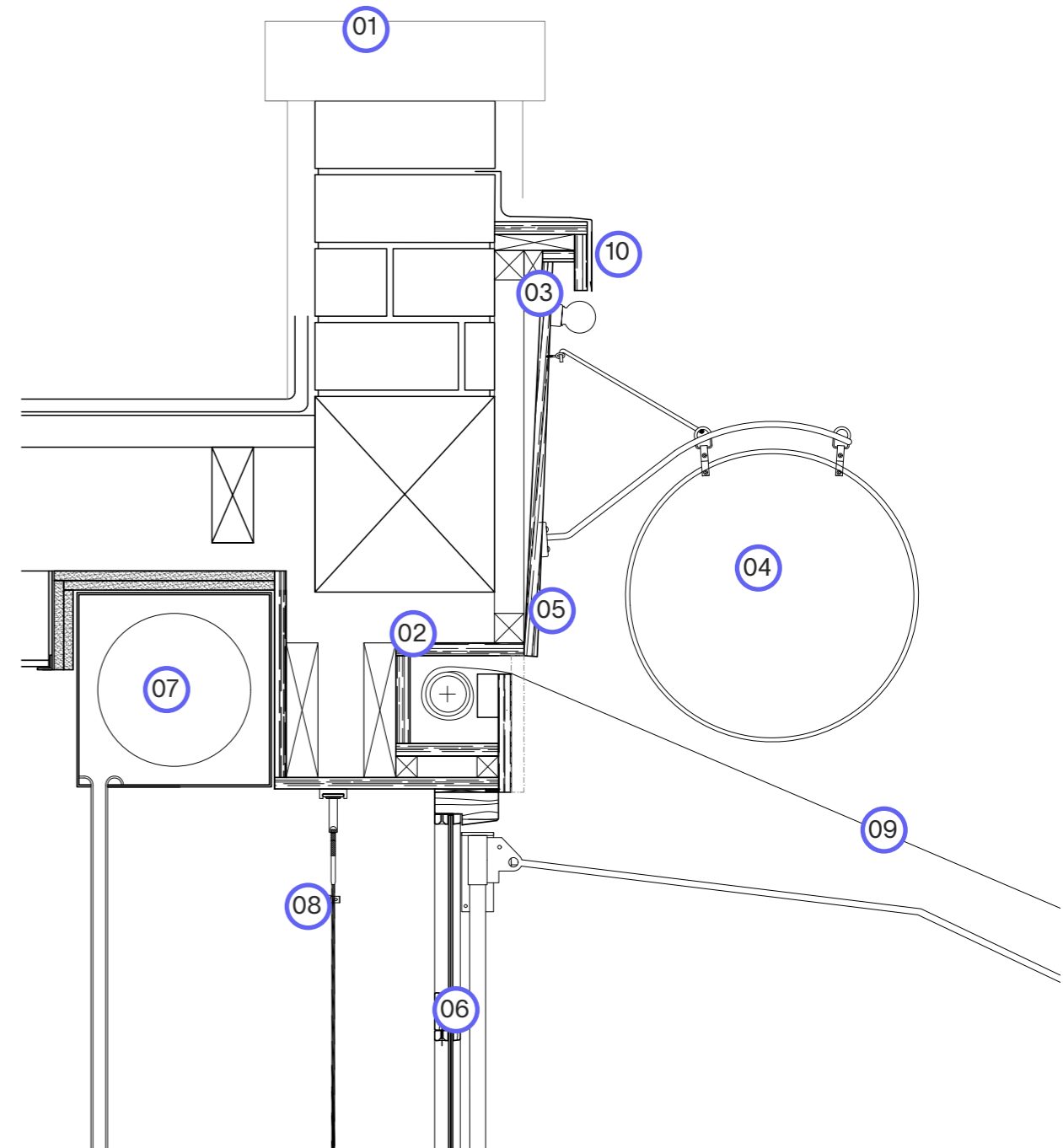
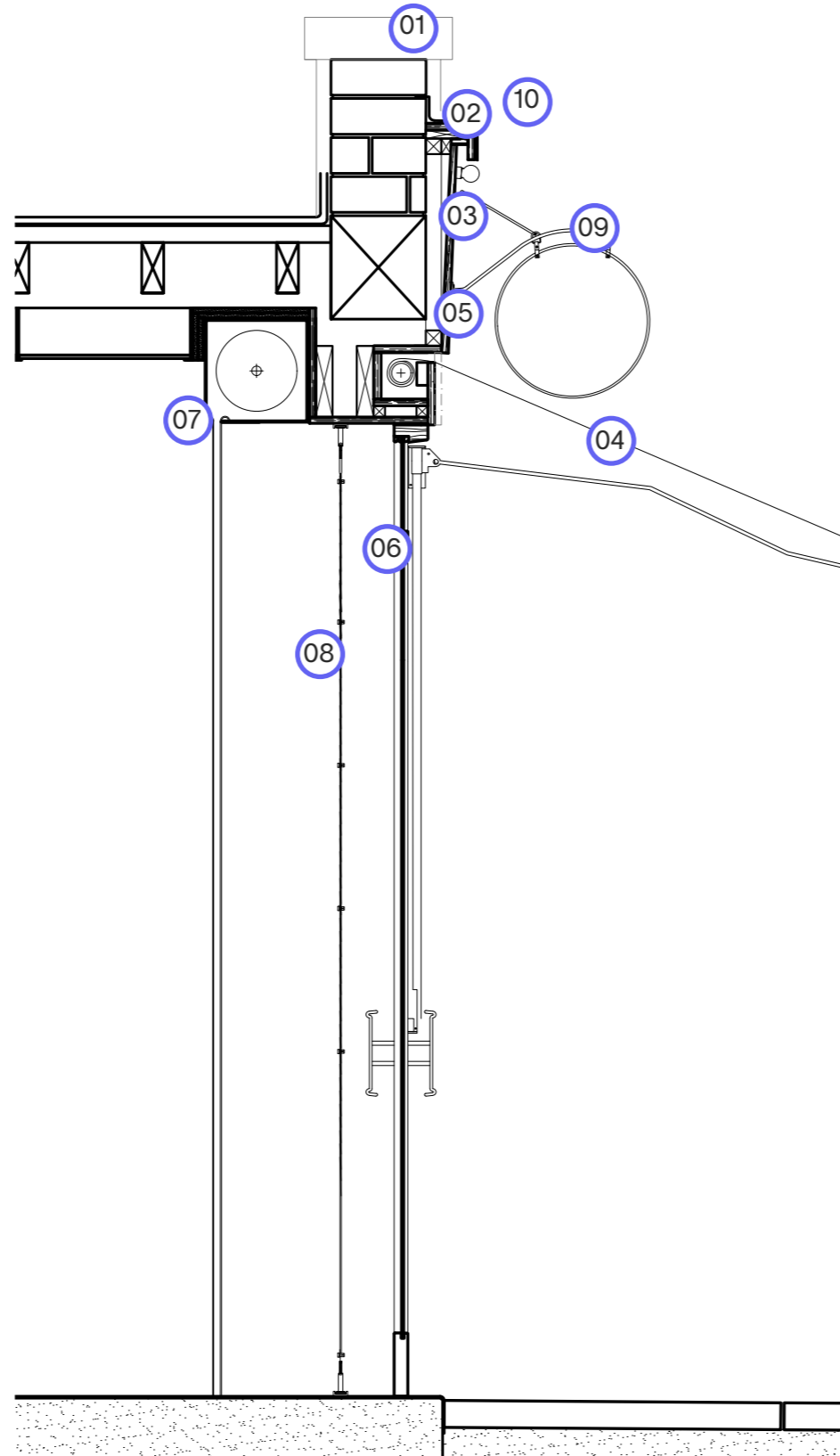


3.13 - other single storey section & detail

These indicative sections will provide you with a basic understanding of the details of a high quality shop front which fits well in this building typology.

It is important to set back your roller shutter from the shop front by at least 300mm to allow for a window display to be visible even when closed.

- 01 restoration of existing features
- 02 awning box
- 03 LED festoon lighting, rear mounted
- 04 hanging sign
- 05 new timber fascia
- 06 new painted timber shop front
- 07 internal open grille roller shutter
- 08 internal display / window vinyl
- 09 traditional fabric awning
- 10 scalloped lead flashing



3.14 - other 2-4 storey

This three-storey shopping parade in red brick was constructed between 1893 and 1915. Many upper facades have been painted white, and original features (pilasters, corbels) are missing at low level. However some are still retaining their original glazed brick pilasters. Roof pitches are varied, with sporadic dormers. Most units include separate residential street doors.



- Red brick parapet wall
- Decorative thin cornice with front gutter
- Pre-cast lintel
- Painted brickwork wall
- Three large windows central to building
- Cornice
- Pilaster corbel / console bracket
- Pilaster shaft
- Pilaster plinth



3.15 - other 2-4 storey principles

The principles set out in this drawing align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the glazed brick pilasters, corbels, brackets, architraves and plinths to their original condition. If these features are badly damaged or missing, they should be replaced with replicas of neighbouring properties of the same typology.

B - Your shop front should maximise floor to ceiling height to draw a generous amount of light into the shop.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between existing cornice and protruding brick course at the pilaster head.

D - Your fascia board should display your shop name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

E - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

F - The residential entrance door should be painted to match the shop front with clear numbering and flat letters.

G - Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted.

H - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame. Colours should also compliment the original red glazed brick which should be restored.

I - A new timber shop front should reinstate a stall riser clad in glazed bricks or clad in timber panelling which matches or compliments the colour of your new shop front.

J - Your shop front should also be kept clean and uncluttered, especially if you are looking to install a window display. There should be a clear line of sight through the shop.

- 01 restore corbel to original condition
- 02 restore pilasters to original condition
- 03 restore decorative facing to corbels
- 04 thoroughly clean Victorian elements
- 05 awning box
- 06 LED festoon lighting, rear mounted
- 07 hanging sign
- 08 half size secondary text
- 09 new timber fascia
- 10 modest yet distinctive graphics
- 11 new painted timber shop front
- 12 internal open grill roller shutter
- 13 internal display / window vinyl
- 14 store riser - 6 brick courses high
- 15 traditional fabric awning
- 16 lead flashing
- 17 new entrance fitted centrally to shop front

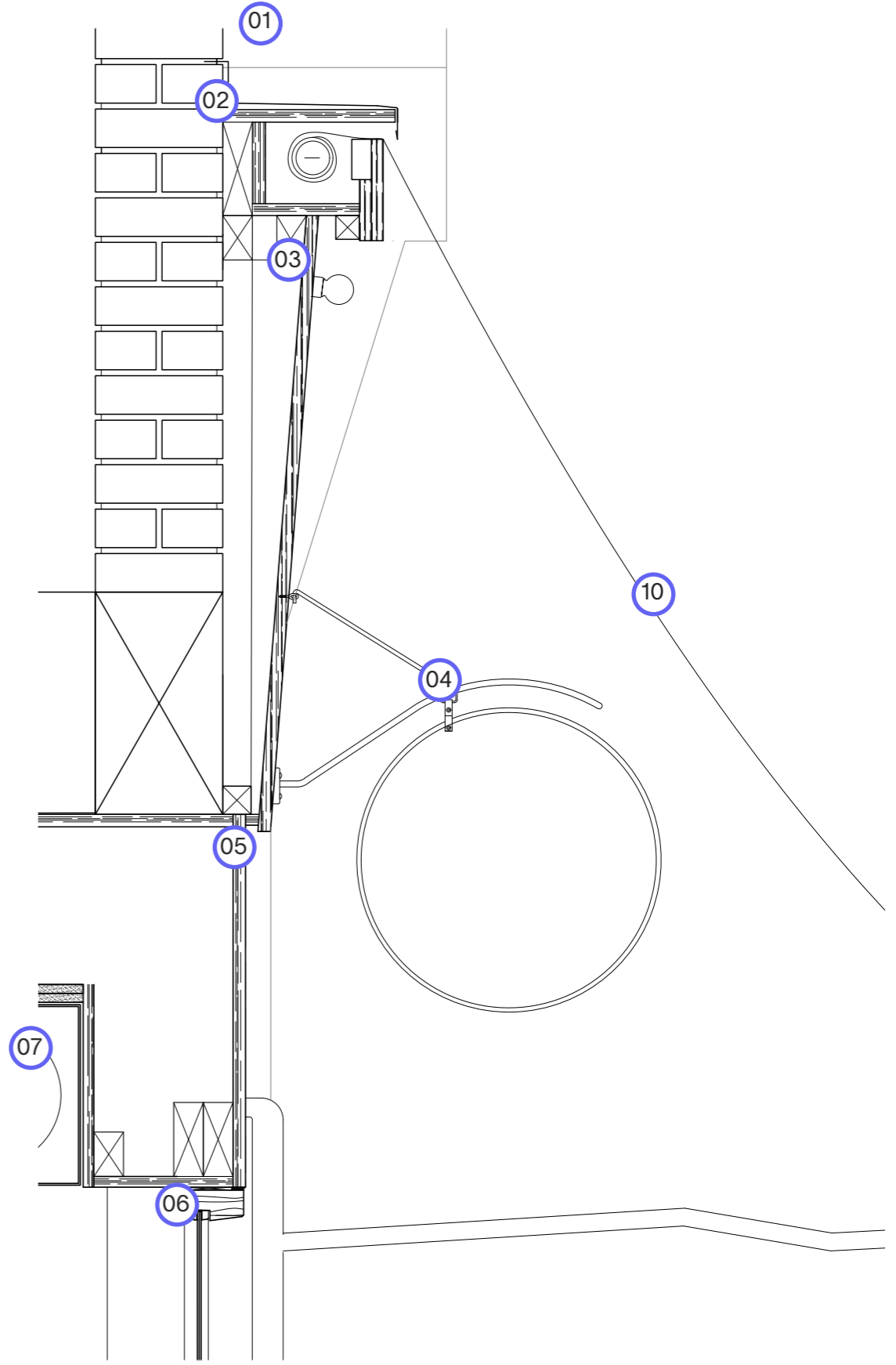
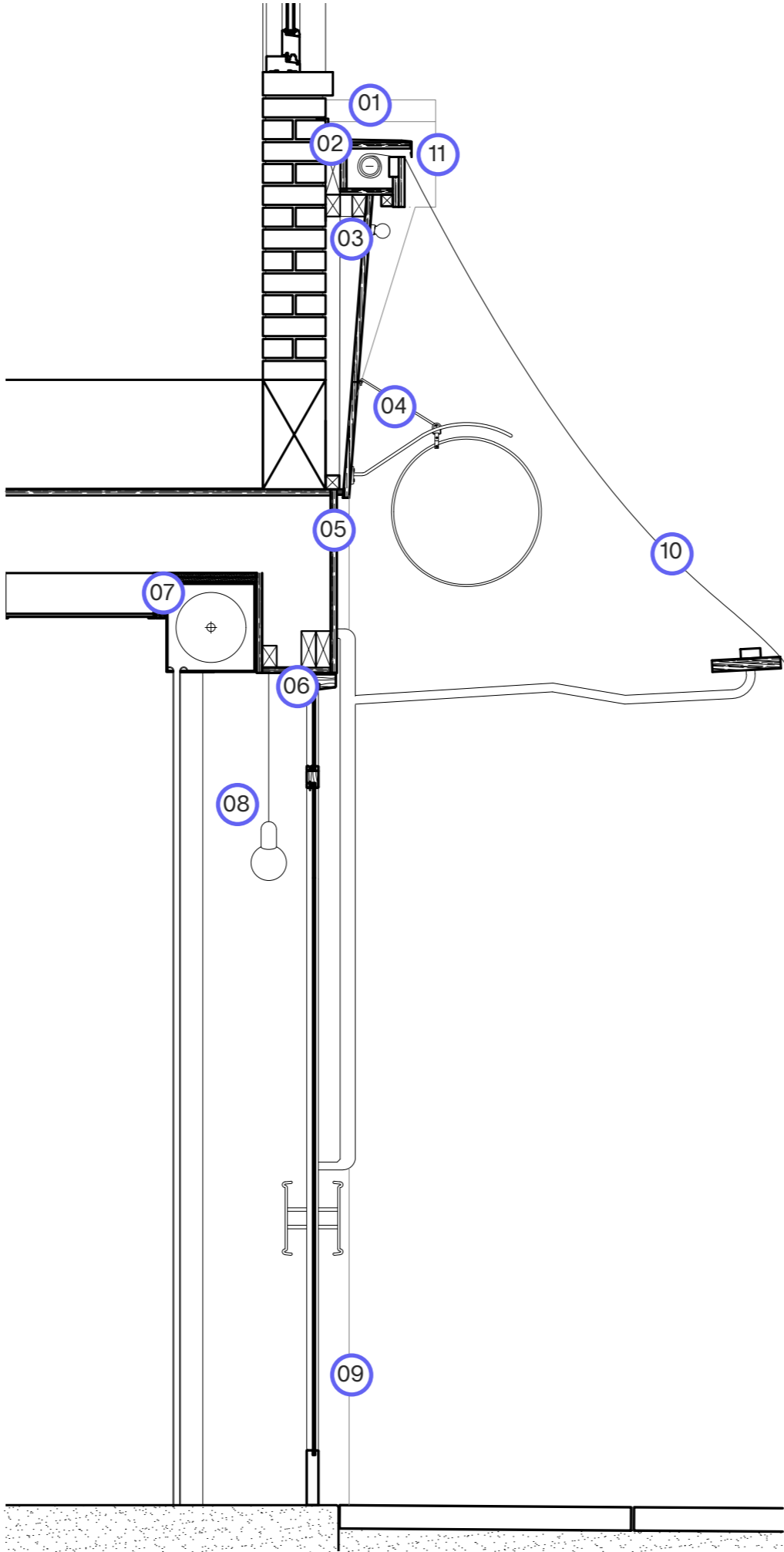


3.16 - other 2-4 storey principles

This page represents an aspirational example for typology other 2-4 storey. All the principles shown in this option should look to be maintained and carried forward is possible.

These sections will provide you with a basic understanding of the buildups and details involved with shop front building works.

- 01 restore Victorian features
- 02 awning box
- 03 LED festoon lighting, rear mounted
- 04 hanging sign
- 05 new timber sub-fascia
- 06 new painted timber shop front
- 07 internal open grill roller shutter
- 08 internal display / window vinyl
- 09 restoration of pilasters to original condition
- 10 traditional fabric awning
- 11 scalloped lead flashing



Just two examples of this typology flank the junction with Preston Gardens. Similar to 'other 2-4 storey' above, these examples see this modestly scaled Victorian typology turning the corner, with varied roof resolution incorporating later additions. Shop entrances are at the corner of each property.



3.18 - special 'A' principles

The principles set out in this drawing represent align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the glazed brick pilasters, corbels, brackets, architraves and plinths to their original condition. If these features are badly damaged or missing, they should be replaced with replicas of neighbouring properties of the same typology.

B - Your shop front should maximise the typology's floor to ceiling height to draw a generous amount of light into the shop.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between the top of the capital and the 'shoulder' of the corbel.

D - Your shop front entrance door should be positioned at the corner of the property. The glazed panel on your front door should align with the level of the stall riser

E - Your fascia board should display your shop name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

F - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

G - The residential entrance door should be painted to match the shop front with clear numbering and flat letters.

H - Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted.

I - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame. Colours should also compliment the original red glazed brick which should be restored.

J - A new timber shop front should reinstate a stall riser in glazed bricks or timber panelling which matches or compliments the colour of your new shop front.

K - Your shop front should also be kept clean and uncluttered, especially if you are looking to install a

window display. There should be a clear line of sight through the shop.

L - Where required for security purposes, an internal roller grille type shutter will allow you to maintain visibility of your shop front displays even outside of opening hours.

- 01 restore corbel to original condition
- 02 restore pilasters to original condition
- 03 restore decorative facing to corbels
- 04 thoroughly clean Victorian elements
- 05 awning box
- 06 LED festoon lighting, rear mounted
- 07 hanging sign
- 08 half size secondary text
- 09 new timber fascia
- 10 modest yet distinctive graphics
- 11 new painted timber shop front
- 12 internal open grill roller shutter
- 13 internal display / window vinyl
- 14 store riser - 6 brick courses high
- 15 traditional fabric awning
- 16 lead flashing
- 17 new entrance fitted to corner of shop front



3.19 - special 'B' principles

The principles set out in this drawing represent align with Brent Council's SPD (Supplementary Planning Document) and the detailed guidance above.

A - Restore existing historical features such as the glazed brick pilasters, corbels, brackets, architraves and plinths to their original condition. If these features are badly damaged or missing, they should be replaced with replicas of neighbouring properties of the same typology.

B - Your shop front should maximise the typology's floor to ceiling height to draw a generous amount of light into the shop.

C - Your timber fascia board should be inclined & align with the traditional Victorian proportions between the top of the capital and the 'shoulder' of the corbel.

D - Your shop front entrance door should be positioned at the corner of the property. The glazed panel on your front door should align with the level of the stall riser

E - Your fascia board should display your shop name, shop number (on opposite side to residential door) with succinct additional information in a simple, distinctive graphic style.

F - Where an awning is required, a traditional sliding arm model should be installed at the top of the fascia fixed to the cornice. The fabric should have contrasting colours or your shop name printed onto the fabric to stand out on the high street.

G - The residential entrance door should be painted to match the shop front with clear numbering and flat letters.

H- Timber should be used for fascia signage and any new shop fronts. As well as restoring the original materials of the Victorian building, this timber can be easily repaired and repainted.

I - You should also carefully consider your colour scheme. If you are keeping an existing shop front, choose colours that match or compliment the existing frame. Colours should also compliment the original red glazed brick which should be restored.

J - A new timber shop front should reinstate a stall riser in glazed bricks or timber panelling which matches or compliments the colour of your new shop front.

K - Your shop front should also be kept clean and uncluttered, especially if you are looking to install a

window display. There should be a clear line of sight through the shop.

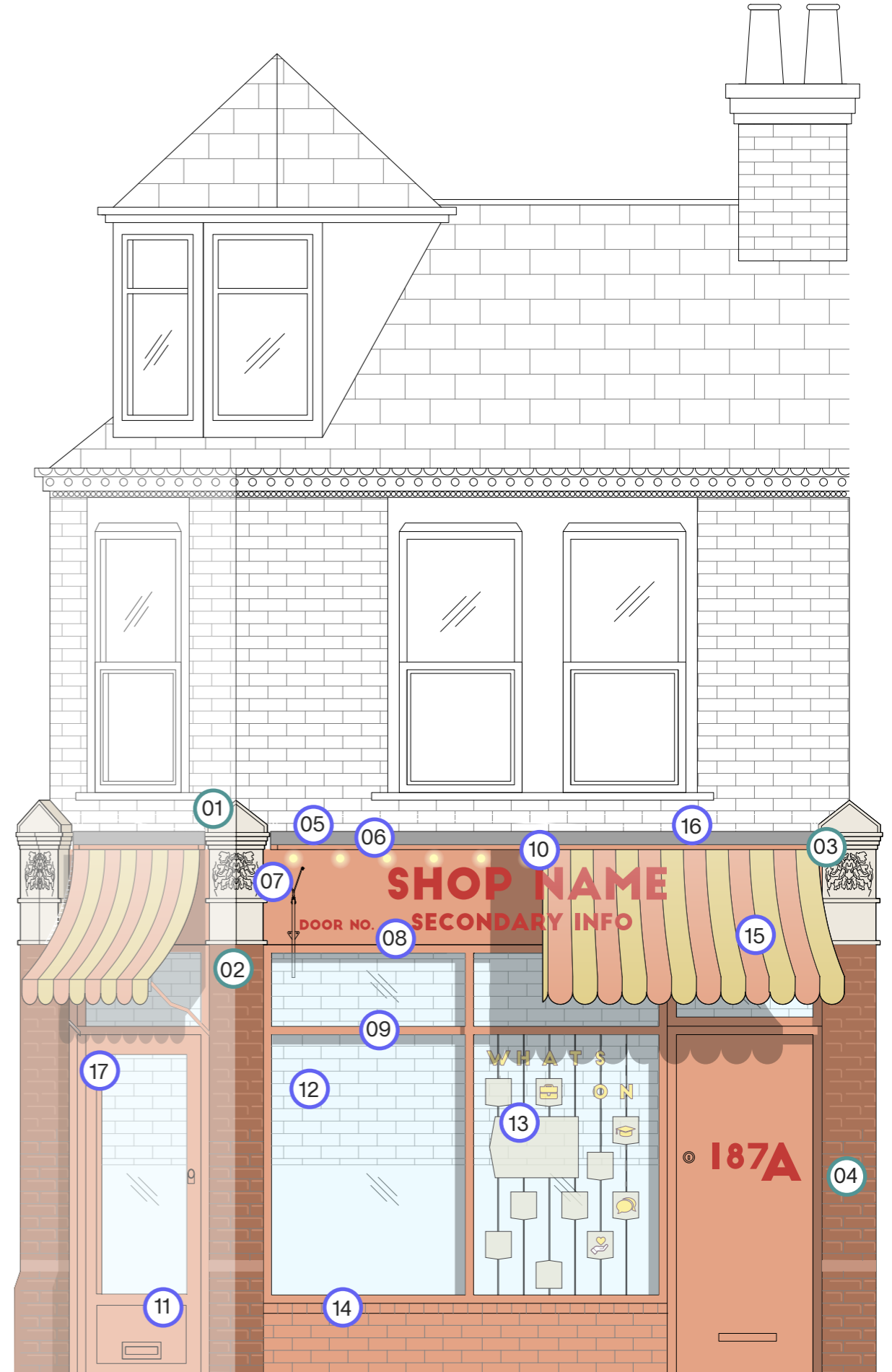
L - Where required for security purposes, an internal roller grille type shutter will allow you to maintain visibility of your shop front displays even outside of opening hours.

- 01 restore corbel to original condition
- 02 restore pilasters to original condition
- 03 restore decorative facing to corbels
- 04 thoroughly clean Victorian elements
- 05 awning box
- 06 LED festoon lighting, rear mounted
- 07 hanging sign
- 08 half size secondary text
- 09 new timber fascia
- 10 modest yet distinctive graphics
- 11 new painted timber shop front
- 12 internal open grill roller shutter
- 13 internal display / window vinyl
- 14 store riser - 6 brick courses high
- 15 traditional fabric awning
- 16 lead flashing
- 17 new entrance fitted to corner of shop front



B

[1] restoration
[2] intervention



Preston Gardens

Church Road



04 design, consent & implementation

ASSESS YOUR SHOP FRONT

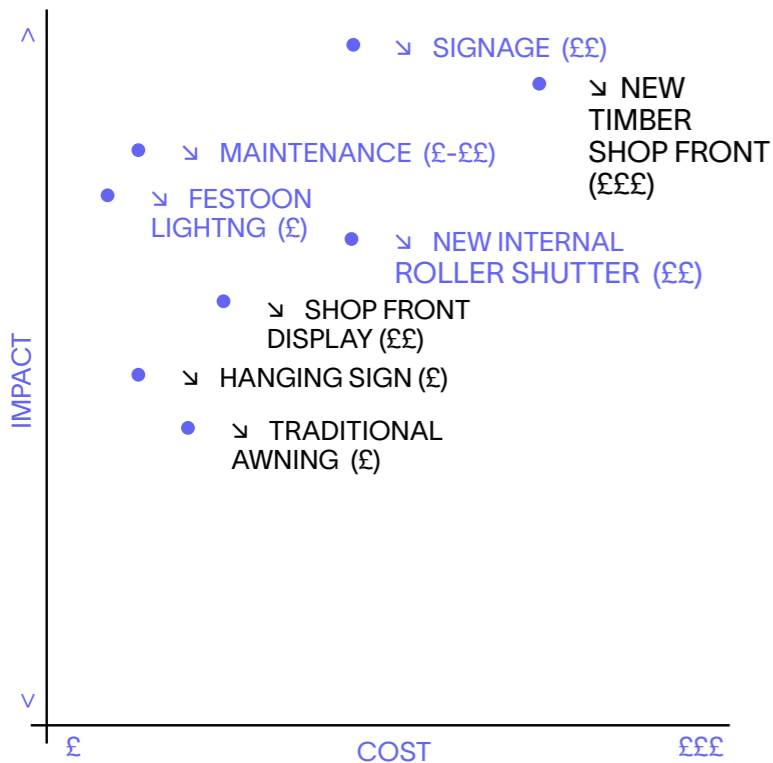
Your shop front may already be in good condition and in working order. Perhaps only minor repairs and or cleaning are needed. This will be a cheaper solution than replacing or renewing elements of your frontage.

Read through the checklist on the right to help determine the scope of work needed for your shop front.

APPROACH

It is important to consider what your priorities are. This guide provides useful tips for many potential improvements to your shop front. However, it may be both costly and unnecessary to carry out all of these works.

Highlighted in purple are the design elements are which provide particularly high impact and value for money.



+ 1 - HISTORICAL FEATURES

Does your shop front retain any historical features? Often these elements are concealed after years of informal developments. These historical features are essential in defining the character of your shop front and should be revealed and restored. Refer to [section 03.3](#) for more information on maintaining your historical features.



historical features present on typology 01.

+ 2 - DOES YOUR SIGN NEED NEW BRANDING?

Your branding is central to your shop's identity and character. Careful consideration of your branding will maximise your brands outreach and communicate what your shop stands for.



Church Road - defunct illuminated box sign

+ 3 - ROLLER SHUTTERS

By replacing your external roller shutter with an internal shutter, your shop front display remains visible and attractive even after hours. A new internal shutter or laminated glass (fitted to the existing frame) can satisfy the most demanding security requirements, often at the fraction of the cost of a new shop front.

+ 4 - TIMBER SHOP FRONT REPAIR

Many timber shop fronts can be repaired and re-painted. Doors can be changed to improve thermal performance and glazing can be changed to improve security. Again, this can often be achieved at a fraction of the cost of a brand new shop front.



Walworth Road - timber shopfront repair

+ 5 - DO YOU HAVE AN INTERNALLY ILLUMINATED BOX SIGN?

This type of sign is often bulky, unattractive and ages poorly. Illuminated box signage also causes light pollution and can look very tatty quickly due to lack of flexibility and ease of repair. Is there an old timber signboard behind your box sign? If so, simply removing existing box signs can help you expose a higher quality signboard that aligns with the historical proportions and can easily be repainted.



Church Road - defunct illuminated box sign

+ 6 - IS YOUR SHOP FRONT CLUTTERED?

Over the years, shop fronts can become busy and unsightly due to defunct projecting signs, loose cables, vinyl stickers. These defunct elements should be removed and tidied up to help create a more visually pleasing shop front.



Church Road - cluttered shopfront

+ 7 - IS YOUR DISPLAY WORKING?

A successful shop front display can have a huge impact on drawing in potential customers. Your display should do two things. Firstly it should still allow sight lines into your shop. Secondly, it should clearly and neatly display items within your shop that best reflect what's unique about your business.

Your business should take measures to provide the same service to all customers irrespective of any differing abilities. The Disabilities Discrimination Act 1995 (DDA) provides the legislative framework by which the government seeks to ensure that all persons are treated equally.

Aside from complying with the regulations above, a business that is accessible to all will increase its customer base.

Many shops from the 18th & 19th centuries have a raised ground floor, adopted primarily for technical reasons and to allow sub-floor ventilation to the timber joists supporting the ground floor. Stepped entrances can create access barriers for persons with limited mobility.

01 Entrance doors should be sufficiently wide to allow wheelchair users, mobility scooters and prams to easily gain access to your shop.

02 All new shop fronts must be designed with step-free access, unless it can be demonstrated that the existing incline of the site make an entrance step unavoidable.

Where a new shopfront is proposed for premises with an existing stepped entrance, consider providing ramped or sloped entrances where this can be accommodated internally.

Where ramped access to an existing shop would impact on ease of movement to all, including people with disabilities, an access strategy should be included with your planning application. Alternative access strategies may include portable ramps or automatic door openers. The width of any new shop entrance door must also comply with the provisions of the Building Regulations. Building Regulations state that ideal widths of entrances should be 900–1000mm.



A high quality timber shop front that is well maintained periodically can last for more than a century.

Aluminium shop front systems and acrylic shop signs appear attractive due to their low capital costs. However, they are costly or impossible to repair once they have reached the end of their fixed design life. It is common that these products will need to be fully replaced, resulting in additional construction waste.

Consideration of high quality timber shop fronts should be given high priority, and materials should always be chosen with their whole-life performance in mind. A shop front that is designed to be repaired and adaptable is the most sustainable shop front.

Being able to adapt and change is essential as high streets are constantly evolving. Your shop needs to evolve with changes to your business model, branding, ownership & security requirements. To do this it will need to be designed:

i) using materials (like timber) which can be re-painted or re-finished to match corporate colours.

ii) using simple, commonly understood construction methods which allow local tradespeople to carry out any modifications needed in the future.

iii) avoiding large elements (such as internally illuminated signboxes) which are very bespoke to a particular business.

Openable fanlights can be easily integrated into a new shop front. Located at high level they provide a secure and efficient means of ventilation for your shop. An openable fanlight, sometimes in combination with a fabric awning can aid controlling the indoor climate and eliminate the need for costly and unsustainable air conditioning.

If carefully considered, the positioning and specification of sign and display lighting can significantly complement the legibility of shop display and sign at night. Brighter is not always better. Carefully positioned lighting which avoids glare and blinding will ensure that signs are always clearly legible.

Low energy lighting technology has advanced significantly during the last decade. LED tape, LED festoons, LED panels and LED strips have extremely low running costs and long life.



Security is understandably a key concern for many high street businesses. Within the current [SPD 3](#), businesses are encouraged to install internal roller shutters which are easy to see through. Solid or pinhole external roller shutters can detract from security by reducing visibility and overlooking of the street. The following parameters should be considered when ordering a new roller shutter:

1. The shutter should be mounted internally. Allow a good depth between the shop front and the shutter curtain to allow for a window display and to ensure the door can open inwards in the rare event of an electrical fault.
2. Choose a tube and link shutter type to allow maximum visibility between shop and street. (as illustrated, right).
3. Recess the shutter boxing to the interior to avoid any water ingress issues. Consider the need for fire resistant lining if you are cutting back ceiling finishes to accommodate an internal shutter.
4. The colour should match or compliment the colour of your shop graphics and surrounds.

+ INSURANCE

When planning your shop front, check that your insurance provider will continue to cover your premises with an internal shutter before going ahead with the works. Alternative insurers will be available if this is not the case.



4.5 design, consent, implementation

+ PLANNING

Acquiring planning permission for works can be a complex and timely process if not done effectively. When preparing a planning application, it is essential to understand what planning officers are looking for and what is needed for a successful application.

Before starting the planning process, firstly you'll need understand whether your shopfront works require planning permission and if so what type of application. Not all works require planning. Such as Repairs, decoration, repainting & internal shopfront window displays do not require planning and or covered under permitted development. Follow this [link](#) to help determine whether you need planning permission.

The following works do require full planning permission:

- replacing a shopfront
- installing an awning
- installing an external roller shutter
- changing the use of your shop

The following works require advertisement consent.

- installing a new sign will require advertisement consent

The difference between a full planning application and an advertisement consent application is the level of detail you will need to provide. As a minimum, you need to include within your application:

- site plan - 1:1250
- a short description of the proposed works which covers the following; appearance of development, context, use, access, scale.
- proposed elevation (tools to make this drawing are found within section 05)

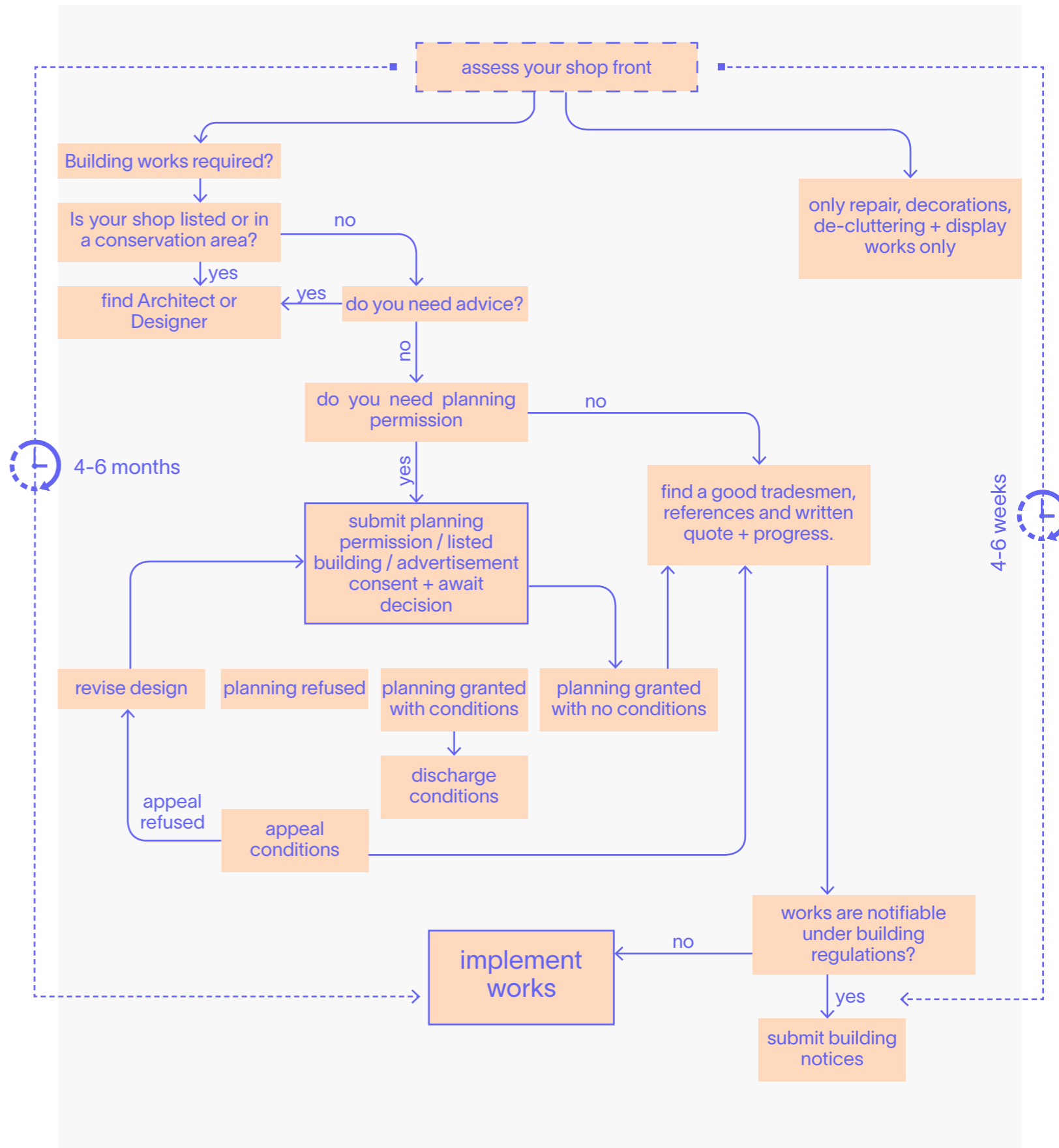
For more information regarding Brent Planning ... <https://www.brent.gov.uk/planning-and-building-control>

The interactive drawings provided in section 05 will help you construct the relevant drawings with the appropriate level of detail needed to submit to planning. Please follow the guidelines and instructions provided in Section 05 on page 45.

+ ADVERTISEMENT CONSENT

The display of any advert requires advertisement consent. This in particular relates to fascia signs, projecting signs and illuminated signage.

+ ASSESS, DESIGN, CONSENT & IMPLEMENTATION DIAGRAM



CONTROLS.

refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - TYPE

- type A
- type B

STEP 02 - NEW SHOP FRONT

- type A - option 1
- type B - option 1
- type A - option 1 store riser
- type B - option 1 store riser
- type A - option 2
- type B - option 2
- type A - option 2 store riser
- type B - option 2 store riser

STEP 03 - ADDITIONS

- type A - awning
- type B - awning
- type A - festoon lighting
- type B - festoon lighting
- type A - hanging sign
- type B - hanging sign

STEP 04 - SIGNAGE

- type A - main text
- type B - main text
- type A - secondary text
- type B - secondary text
- type A - door number
- type B - door number



NAME. _____

ADDRESS. _____

DRAWING NO. _____ SCALE. _____ DATE. _____

1:50 @ A4

DESIGN AND ACCESS STATEMENT.

RESI. DOOR COLOUR. SHOP FRONT COLOUR. FASCIA COLOUR.

MAIN TEXT. _____

SECONDARY TEXT. _____

05 interactive drawings

5.1 - interactive planning drawing + application - cheat sheet

We have provided below a set of interactive planning drawings that help you submit your own planning application for your property. Please read the following instructions and guides carefully.

+ BEFORE YOU START

Firstly, you will need the latest version of Adobe Reader. This can be downloaded for free here: <https://get.adobe.com/uk/reader/>. You will also need access to a printer.

+ USING THE BUTTONS

Within the interactive drawings you will find buttons that look like this> These will allow you to design and customise your own shop front. The select button will show your new shop front and replace any previously selected option. The on/off button will allow you to simply turn off any additional shop front features. If you make a mistake in choosing or the buttons don't seem to be working properly, you can press the reset> button, which will take you back to the beginning of the process.

+ WHAT IF THE BUTTONS AREN'T WORKING?

Depending on your software version, bugs can be appear. If the buttons don't seem to be working, double clicking off the page into the grey border area should reset it and the buttons should continue to work. If this fails, closing and re-opening the document should fully reset it.

+ DESIGNING & PRINTING OFF

Once you are happy with the basic design of your shop front, and are ready to add details like your business name and door number, it is recommended that you print off the drawings on a black & white printer at A4 size and mark up the drawings by hand. An example is shown on the right hand side. If you have access to software which allows you to edit the drawings digitally, then by all means do so.

+ STEP 01 - RESIDENTIAL DOOR TYPE

The first step requires you to locate a residential door on the left or the right, or none at all. This will refine the list of shop front and signage options appropriate to your residential door location.

+ STEP 02 - CHOOSE YOUR NEW SHOP FRONT

The next step will allow you to choose a new shop front. There are two options available, each of which can be drawn with or without a stall riser. A text box in the lower left hand side should appear prompting you to input more specific information such as material type, shop front entrance panel, colour & dimensions.

+ STEP 03 - ADDITIONS

Now you can choose any additional features such as a hanging sign, awning or festoon lighting. Once activated, a text box in the lower left hand side will appear where you will need to input more specific information such as material, colour & dimensions.

+ STEP 04 - SIGNAGE

The next step will allow you to enter your signage details. Once the on buttons have been prompted, you can enter your shop name, secondary information & door no. directly onto the fascia boards by drawing. You could also choose to print the drawing and write in these details by hand.

+ PURCHASE A PLANNING MAP

Every planning application requires a site plan highlighting the property to which the application relates with a red outline. A digital map can be purchased when filling out your planning application through the planning portal which will take you [here](#).

+ TAKING AN EXISTING PHOTO

You will also need to include a photograph of the existing building. When taking your photograph ensure that:

- + it is clear and sharp
- + it is well illuminated - neither bleached nor too dark
- + it shows the entire building, including the uppers
- + no parked cars or other obstructions are in the foreground
- + the picture is taken in elevation - i.e. from the front and not at an oblique angle
- + if you have a corner property include 3 photographs:

one from the front, one from the side and one from the corner.

- + Save the photograph as a .jpg file of between 2 and 3MB. The file can be attached as document at the end of the online application.

+ SUBMIT THE APPLICATION

Once you have all the information needed for your planning application, you can submit your application via the planning portal at <https://www.brent.gov.uk/planning-and-building-control/planning/viewing-or-commenting-on-planning-applications#viewplanningapplications>. Follow the instructions on the website and upload your design, the site plan and the photographs of the existing building when prompted. At the end of the process you will be required to pay the planning fee. The ownership certificate obliges you to inform any other owners, such as freeholders or leaseholders of the building to which the application relates.

+ INTERACTIVE DRAWING TYPOLOGY BUTTONS

+ EXAMPLE



5.2 - typology 01 planning template

The following pages are designed to help you easily prepare a planning application for a new shop front or sign. Before you start customising your drawing, please ensure you have a recent version of Adobe Acrobat Reader installed on your computer. Without this, the buttons and interactive elements will not function. This is free software.

You can download Adobe Acrobat Reader here: <https://get.adobe.com/uk/reader/>

Before downloading, ensure you have identified the correct typology for your property and download the interactive drawing following the link shown at the bottom of the page. If you are unsure which typology relates to you, please return to page [\[page 20\]](#) to clarify. Once identified & downloaded you can start designing your shop front & submit a planning application.

CONTROLS.
refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - RESIDENTIAL DOOR

- existing residential door 'left'
- existing residential door 'right'

STEP 02 - NEW SHOP FRONT

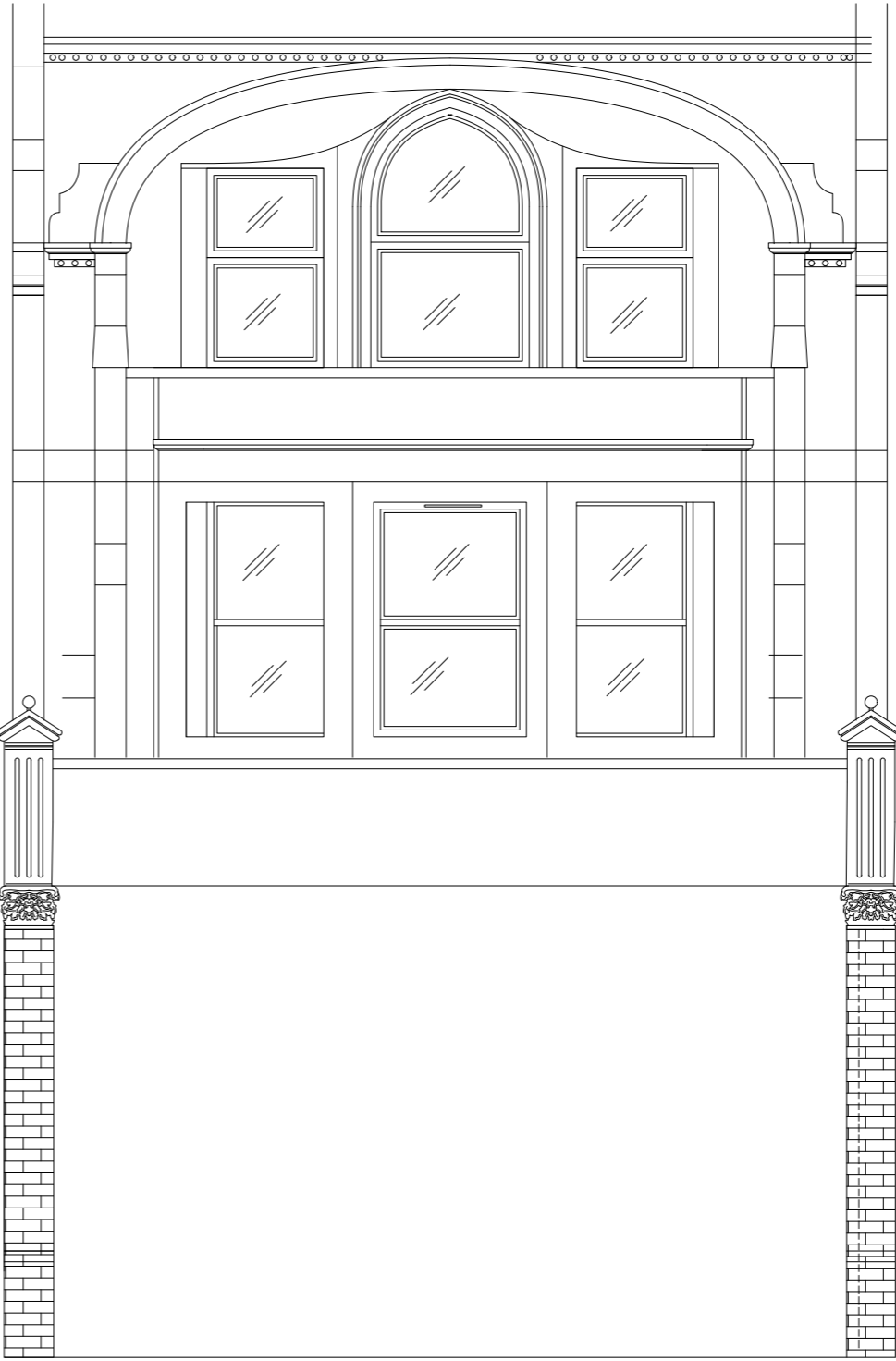
- option 1 'left'
- option 1 'right'
- option 1 store riser 'left'
- option 1 store riser 'right'
- option 2 'left'
- option 2 'right'
- option 2 store riser 'left'
- option 2 store riser 'right'

STEP 03 - ADDITIONS

- awning
- festoon lighting
- hanging sign

STEP 04 - SIGNAGE

- main text
- secondary text
- door number 'left'
- door number 'right'



NAME. _____

ADDRESS. _____

DRAWING NO. _____ **SCALE.** 1:50 @ A4 **DATE.** _____

DESIGN AND ACCESS STATEMENT.

RESI. DOOR
COLOUR.

SHOP FRONT
COLOUR.

FASCIA
COLOUR.

MAIN TEXT.

SECONDARY TEXT.

click to download typology 01
planning template

click me to download!

5.3 - typology 02 planning template

The following pages are designed to help you easily prepare a planning application for a new shop front or sign. Before you start customising your drawing, please ensure you have a recent version of Adobe Acrobat Reader installed on your computer. Without this, the buttons and interactive elements will not function. This is free software.

You can download Adobe Acrobat Reader here: <https://get.adobe.com/uk/reader/>

Before downloading, ensure you have identified the correct typology for your property and download the interactive drawing following the link shown at the bottom of the page. If you are unsure which typology relates to you, please return to page [page 20] to clarify. Once identified & downloaded you can start designing your shop front & submit a planning application.

CONTROLS.

refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - RESIDENTIAL DOOR

- existing residential door 'left'
- existing residential door 'right'

STEP 02 - NEW SHOP FRONT

- option 1 'left'
- option 1 'right'
- option 1 store riser 'left'
- option 1 store riser 'right'
- option 2 'left'
- option 2 'right'
- option 2 store riser 'left'
- option 2 store riser 'right'

STEP 03 - ADDITIONS

- awning
- festoon lighting
- hanging sign

STEP 04 - SIGNAGE

- main text
- secondary text
- door number 'left'
- door number 'right'

RESET



NAME. _____

ADDRESS. _____

DRAWING NO. _____ SCALE. 1:50 @ A4 DATE. _____

DESIGN AND ACCESS STATEMENT.

RESI. DOOR COLOUR. _____ SHOP FRONT COLOUR. _____ FASCIA COLOUR. _____

MAIN TEXT. _____

SECONDARY TEXT. _____

click to download typology 02
planning template

click me to download!

5.4 - typology 03 planning template

The following pages are designed to help you easily prepare a planning application for a new shop front or sign. Before you start customising your drawing, please ensure you have a recent version of Adobe Acrobat Reader installed on your computer. Without this, the buttons and interactive elements will not function. This is free software.

You can download Adobe Acrobat Reader here: <https://get.adobe.com/uk/reader/>

Before downloading, ensure you have identified the correct typology for your property and download the interactive drawing following the link shown at the bottom of the page. If you are unsure which typology relates to you, please return to page [page 20] to clarify. Once identified & downloaded you can start designing your shop front & submit a planning application.

CONTROLS.
refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - RESIDENTIAL DOOR

existing residential door 'left'

existing residential door 'right'

no residential door

STEP 02 - NEW SHOP FRONT

option 1 'left'

option 1 'right'

option 1 store riser 'left'

option 1 store riser 'right'

option 2 'left'

option 2 'right'

option 2 store riser 'left'

option 2 store riser 'right'

option 3 'centre' - no resi

option 3 store riser 'centre' - no resi

STEP 03 - ADDITIONS

awning

festoon lighting

hanging sign

STEP 04 - SIGNAGE

main text

secondary text

door number 'left'

door number 'right'

NAME. _____

ADDRESS. _____

DRAWING NO. _____ **SCALE.** 1:50 @ A4 **DATE.** _____

DESIGN AND ACCESS STATEMENT.

RESI. DOOR COLOUR. _____

SHOP FRONT COLOUR. _____

FASCIA COLOUR. _____

MAIN TEXT.

SECONDARY TEXT.

click to download typology 03 planning template

click me to download!

5.5 - specials planning template

The following pages are designed to help you easily prepare a planning application for a new shop front or sign. Before you start customising your drawing, please ensure you have a recent version of Adobe Acrobat Reader installed on your computer. Without this, the buttons and interactive elements will not function. This is free software.

You can download Adobe Acrobat Reader here: <https://get.adobe.com/uk/reader/>

Before downloading, ensure you have identified the correct typology for your property and download the interactive drawing following the link shown at the bottom of the page. If you are unsure which typology relates to you, please return to page [page 20] to clarify. Once identified & downloaded you can start designing your shop front & submit a planning application.

CONTROLS.

refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - TYPE

- type A
- type B

STEP 02 - NEW SHOP FRONT

- type A - option 1
- type B - option 1
- type A - option 1 store riser
- type B - option 1 store riser
- type A - option 2
- type B - option 2
- type A - option 2 store riser
- type B - option 2 store riser

STEP 03 - ADDITIONS

- type A - awning
- type B - awning
- type A - festoon lighting
- type B - festoon lighting
- type A - hanging sign
- type B - hanging sign

STEP 04 - SIGNAGE

- type A - main text
- type B - main text
- type A - secondary text
- type B - secondary text
- type A - door number
- type B - door number



NAME. _____

ADDRESS. _____

DRAWING NO. _____ SCALE. 1:50 @ A4 DATE. _____

DESIGN AND ACCESS STATEMENT.

MAIN TEXT. _____

SECONDARY TEXT. _____

click to download typology 'specials' planning template

click me to download!

5.6 - other single storey planning template

The following pages are designed to help you easily prepare a planning application for a new shop front or sign. Before you start customising your drawing, please ensure you have a recent version of Adobe Acrobat Reader installed on your computer. Without this, the buttons and interactive elements will not function. This is free software.

You can download Adobe Acrobat Reader here: <https://get.adobe.com/uk/reader/>

Before downloading, ensure you have identified the correct typology for your property and download the interactive drawing following the link shown at the bottom of the page. If you are unsure which typology relates to you, please return to page [page 20] to clarify. Once identified & downloaded you can start designing your shop front & submit a planning application.

CONTROLS.

refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - NEW SHOP FRONT

- option 1 'left'
- option 1 'right'
- option 1 store riser 'left'
- option 1 store riser 'right'

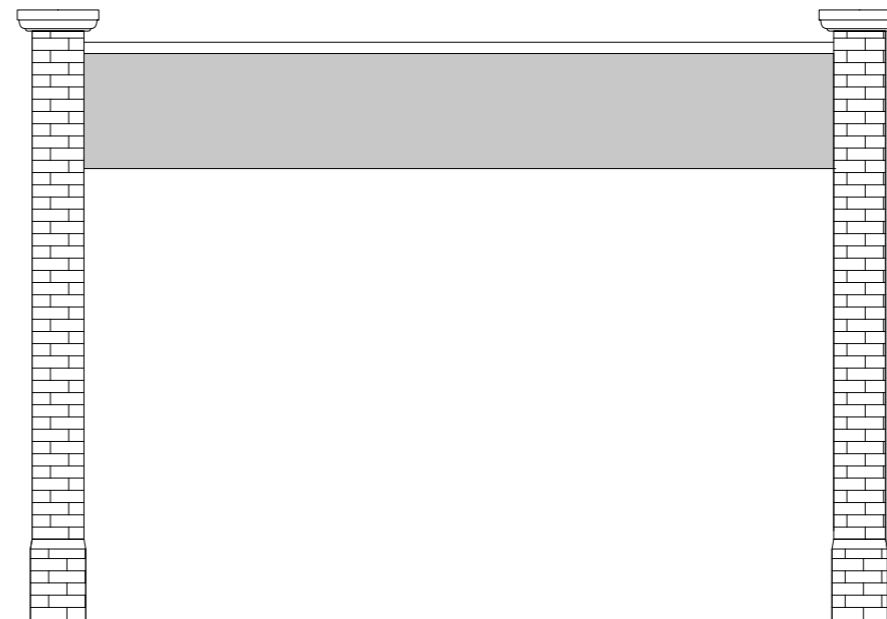
- option 2
- option 2 store riser

STEP 02 - ADDITIONS

- awning
- festoon lighting
- hanging sign

STEP 03 - SIGNAGE

- main text
- secondary text
- door number 'left'
- door number 'right'



NAME. _____

ADDRESS. _____

DRAWING NO. _____ SCALE. 1:50 @ A4 DATE. _____

DESIGN AND ACCESS STATEMENT.

RESI. DOOR COLOUR. SHOP FRONT COLOUR. FASCIA COLOUR.

MAIN TEXT. _____

SECONDARY TEXT. _____

click to download typology 'Others 1 story' planning template

click me to download!

5.7 - other 2-4 storey planning template

The following pages are designed to help you easily prepare a planning application for a new shop front or sign. Before you start customising your drawing, please ensure you have a recent version of Adobe Acrobat Reader installed on your computer. Without this, the buttons and interactive elements will not function. This is free software.

You can download Adobe Acrobat Reader here: <https://get.adobe.com/uk/reader/>

Before downloading, ensure you have identified the correct typology for your property and download the interactive drawing following the link shown at the bottom of the page. If you are unsure which typology relates to you, please return to page [\[page 20\]](#) to clarify. Once identified & downloaded you can start designing your shop front & submit a planning application.

CONTROLS.

refer to "User Guide" for step-by-step instruction on how to navigate this document.

STEP 01 - RESIDENTIAL DOOR

- existing residential door 'left'
- existing residential door 'right'

STEP 02 - NEW SHOP FRONT

- option 1 'left'
- option 1 'right'
- option 1 store riser 'left'
- option 1 store riser 'right'
- option 2 'left'
- option 2 'right'
- option 2 store riser 'left'
- option 2 store riser 'right'

STEP 03 - ADDITIONS

- awning
- festoon lighting
- hanging sign

STEP 04 - SIGNAGE

- main text
- secondary text
- door number 'left'
- door number 'right'



NAME. _____

ADDRESS. _____

DRAWING NO. _____ SCALE. 1:50 @ A4 DATE. _____

DESIGN AND ACCESS STATEMENT.

RESI. DOOR COLOUR. _____ SHOP FRONT COLOUR. _____ FASCIA COLOUR. _____

MAIN TEXT. _____

SECONDARY TEXT. _____

click to download typology 'Others 2-4 story' planning template

click me to download!

06 case studies + conclusion



6.1 - case study Free the Forgotten

↳ Before

The shop front was in poor condition, with missing corbel features, a defunct projecting sign, and an oversized banner sign. The painted pilasters, low-quality materials, and confused branding further detract from its appeal.

As a result, the shop feels uninviting and fails to capture the charity, Free the Forgotten.



6.1 - case study

Free the Forgotten

➤ After

Replacing the missing finial [1] and corbel [2], repairing and re-painting the stuccowork features at high level restore the graceful proportions of the original building. At low level, stripping the paint from the existing pilasters reveals an attractive green glazed finish.

A new roller shutter [3] was installed with a recessed boxing so that the sign can be clearly read from the pavement in front. The colours of the shutter housing and rail were considered to match the new graphics on the sign board.

A new fascia signboard [4] matches the proportions of the pilasters. A new lead flashing [5] ensures that the timber signboard is well protected from the weather. LED lighting is also embedded under the flashing and provides a wash of light to fall installed with a timer which can be controlled.

New graphics [6] carefully pick out motifs specific to Free the Forgotten. The logo and sub info is visible from the high street with considered spacing and sizing.



6.2 - case study Medina Gate

↳ Before

Medina Gate was suffering from a failing roof which was causing leakages into the shop. Historic features were in bad condition with the existing pilasters painted over and beginning to flake. The shop also shares the plot with a residential entrance which has not been incorporated within the design, creating a confusing, disjointed frontage

The electric awning was no longer working, and the lighting to the box sign had failed. The business' branding is confused by multiple fonts and layers of repeated information across the fascia, awning and shutter boxing.



6.2 - case study Medina Gate

After

A new inclined painted timber fascia board [1] spans the full width between restored and re-painted pilasters [2], re-establishing the original proportions and rhythms of the high street frontage. The residential entrance door [3] has been painted to match the adjacent shop front, resulting in a more harmonious arrangement which emphasises the commercial frontage.

The external roller shutter [4] has been replaced with a recessed housing to allow the fascia signage to be clearly legible from the pavement. Graphics [5] include sparing use of text with characterful graphics which clearly reference the business' core butchery offer.

A lead flashing [6] provides robust weather-proofing to the fascia and a concealed lighting channel, which provides subtle but effective illumination to the signboard. Together with repairs to the projecting shop front roof, these measures aim to reduce future and on-going maintenance requirements.



This design guide has sought to set out a clear road map for business owners to make the very most of their shop frontages, as critical assets for their individual businesses while strengthening the character of the high street as a whole.

While the case study projects (above) demonstrate the potential impact of a coordinated approach, road-tested against the real challenges posed by historic building fabric and the high street environment, it is the community of business and property owners in Church Road who are likely lead future improvements to their commercial frontages. Following the design principles set out above will ensure that individual shops can shine while contributing to the attractiveness and legibility of the high street as a whole.

The planning template drawings also included in this package will support businesses through the consent procedure, helping the community to maintain a productive dialogue with Brent Council as partners in the future of Church Road.



and[®]
and.co.uk

BANHAM
EST. 1874

274



EST. IN 1988

CHICKEN EXPRESS

RIBS

EAT IN & TAKE AWAY

BURGERS

07 appendix: maintenance

7.1 - maintaining your shopfront

↳ cleaning

Airborne pollutants and organic matter from plants and trees are the main cause of degradation to elements such as paint, metals, glass and fabrics on shop fronts. Settling organic matter creates fertile ground for the growth of fungi and bacteria which will accelerate decay, leading eventually to a need to repair or replace elements of the shop front.

This will guide you on how to 1) spot early signs of degradation & 2) how to effectively reverse the signs of ageing.

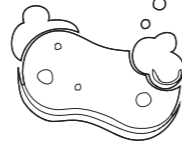
01 Shop fronts, security shutters, signage and paintwork ↳ apply warm water and washing up liquid, using a soft cloth or sponge. Avoid harsh chemicals in all instances. A well maintained and clean shop front won't need to be re-painted as frequently as a dirty one. Soot from car exhausts is acidic, attacks paint surfaces and traps moisture. The cleaner your shop front, the fewer harmful chemicals will start to build up.

02 Stall risers ↳ should be made from a glazed tile or brick. Glazed ceramics were widely used in the Victorian era due to their ability to be easily cleaned: apply warm water and washing up liquid, using a soft cloth or sponge to remove cosmetic stains. On rare occasions, a power washer may be used to remove more stubborn stains.

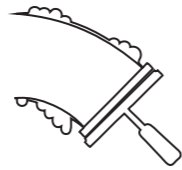
03 Windows ↳ There are specialist glass cleaning products, however cleaning with warm water and washing up liquid is ideal. Glass is best cleaned with a soft broom/ brush and a professional rubber squeegee with a long handle. You may also consider employing a window cleaner to ensure regular maintenance.

04 Awnings ↳ should be maintained and brushed regularly as fungi are attracted to fabric. When the fabric needs washing, use a hosepipe, bucket and mild soap. Rinse off straight away and allow to dry before winding your awning back into the housing. Avoid harsh chemicals in all instances as they may fade the waterproofing and colours / graphics. If your fabric is ripped or torn, you may wish to consider a full replacement of just the fabric, maintaining the same colour palette. This is a cheaper solution than replacing the entire awning.

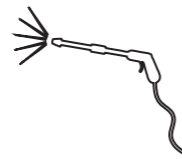
+ CLEANING EQUIPMENT



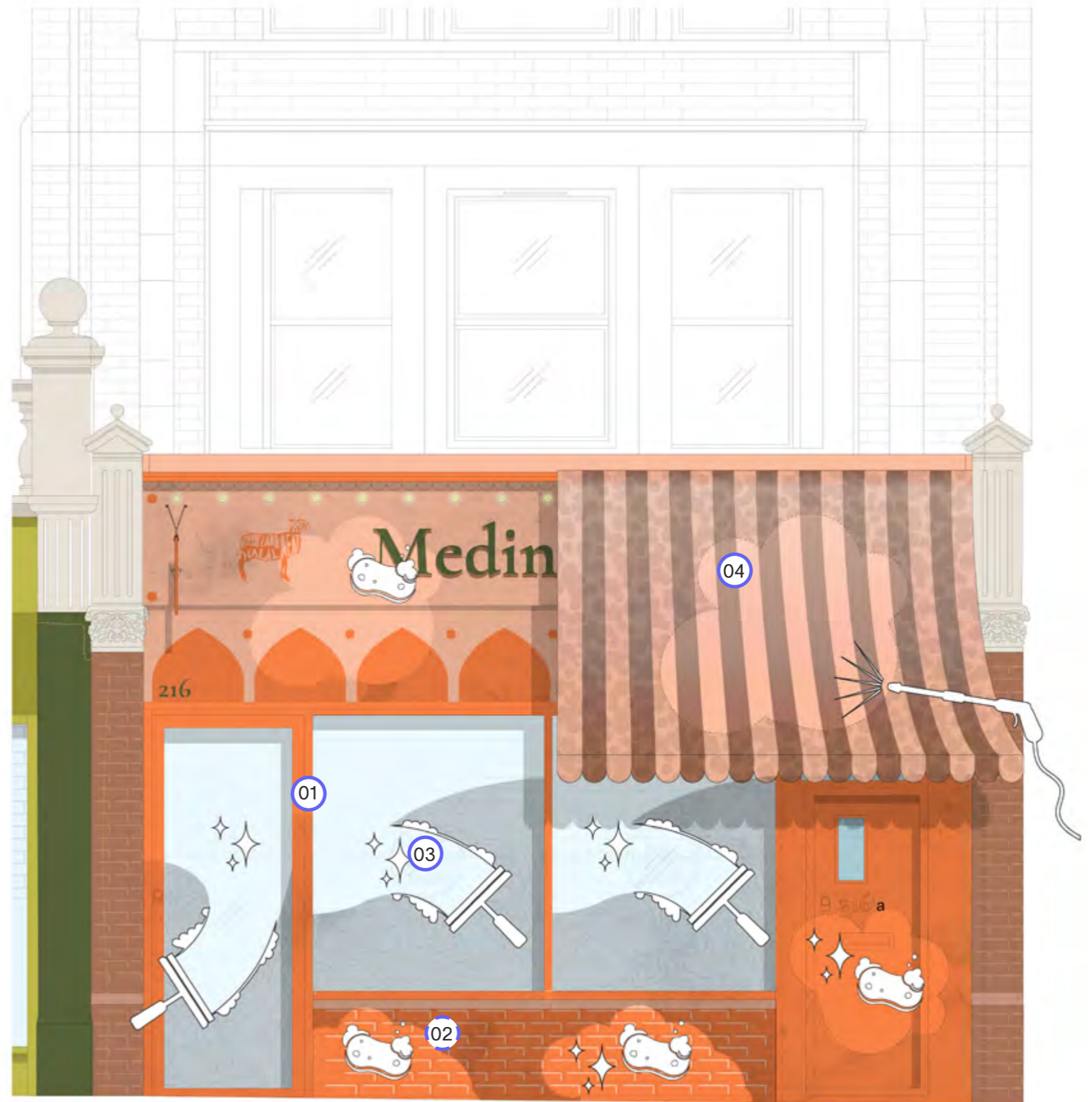
soapy water + sponge



squeegee



power washer



7.2 - maintaining your shopfront

↳ timber repair

It is important to regularly check your shop front for the following: 01 Flaking paintwork exposing the timber below (especially sills). 02 Cracks and holes within the timber (especially frames and sills). 03 Scratches and damage which are allowing water to penetrate.

+ Repainting timber: process

A: Sand down paintwork using a fine grade sand paper.

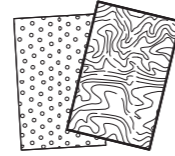
B: If the timber is damaged, apply a two pack wood filler carefully and rub smooth.

C: Once you have removed the flaking paint work, apply one coat of primer.

D: When the primer coat is dry, apply your chosen paint system in the desired colour following the manufacturer's recommendations. Mask out areas you need to paint using masking tape to ensure a neat and tidy paint job. Painting on a dirty surface will not last.

+ Repainting in a new colour: If you wish to repaint your shop front in a new colour, rub down and apply one coat of undercoat paint followed by two coats of paint in the desired new colour. Use professional quality external paint to extend life span.

+ REPAIR EQUIPMENT



sand paper



primer



two part wood filler



7.3 - maintaining your shopfront

↳ repairing decorative elements

01 Repainting corbels/brackets A: Remove all loose, flaking and unstable material. B: Wash down surfaces with clean cold water to remove all dust and surface contaminants. C: The KEIM Restauro Grund system should be used for deep repairs to stone substrates, sills, stucco features and render surfaces is applicable. D: Apply a first, undiluted coat of Keim Soldalit using a brush or roller. E: Allow to dry and apply second undiluted coat.

02 If your pilaster shaft has already a coat of paint covering the original glazed brick (applies to typologies 01, specials & Other 2-4 storey) this should be stripped using Nitromors paint stripper. Use to manufacturers recommendations.

+ REPAIRING UTENSILS



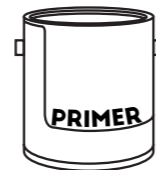
stripping knife



trowel



Restauro system



primer



paint



soapy water + sponge



case study of typology 01 used as example.

JKA

WEB	www.jankattein.com
EMAIL	mail@jankattein.com
AD	Studio North 277 New North Road London, N1 7AA
TEL	0207 7040604
TWITTER	@jankatteinarch
INSTAGRAM	@jankatteinarch
