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1.0 Foreword

As Portfolio Lead for Economic Growth and High Streets, I have great pleasure in publishing the Council's Shop Front Design Supplementary Planning Document.

The Council is aware of the challenges faced by the boroughs small business community and give great significance to ensuring, protecting and promoting the boroughs retail areas. In support of this we have rolled out a number of shop front improvement schemes across the borough including works at Leyton High Street, Walthamstow High Street and Bakers Arms.

Also, in 2014 we invited the Waltham Forest Growth Commission to assess the borough's strengths and weakness and to look at how we could grow our economy. They looked at our high streets and spoke to local residents. The Commission found that some of our shops to be high quality, but some had a less attractive image affecting a streets ability to encourage local people to spend there.

This document draws on the information and skills learnt from the shop front improvement schemes and is designed to support retailers who are considering making alterations to their shop fronts. It gives clear advice on how to achieve a high quality, attractive shop front.

The Waltham Forest Growth Commission also found that Waltham Forest's shopping areas are characterised by small independently owned shops, unlike some streets in London that are owned by one single corporation. Retailers will therefore need to work together to improve the overall attractiveness of their street. This document gives guidance on how shop owners can achieve a cohesive look along the street whilst retaining the individual characteristics of their shop.

In the production of this document we have carried out extensive public consultation with local people, businesses, statutory agencies and other interested parties, and incorporated comments and views expressed within the guidance.

Councillor Clare Coghill

Portfolio Lead for Economic Growth and High Streets





DTS SERVICES

CRAFT GARDEN
EMPORIUM

DTS SERVICES
- WINTER
- PRINTING & COPY
- SCISSOR & EASY
- EMBROIDERY
- LAMINATING
- POLYGRAPHY WITH
- PHONE REPAIR
- MOTORCYCLE
- PERSONALISED
- CUPS - PROMOTE
- THE GIFT

Love

Poppy Tin Co
Available for
Q
Autograph
All our work is
done

2.0 Introduction

The Council recognises the important role that town centres and shopping areas can play in the life of the Borough. Centres that are attractive, well-designed and well-managed, with a good mix of shops will be attractive to shoppers, whilst also bringing opportunities for social and cultural interaction. In contrast, people will not want to visit town centres that are run-down and don't provide the services they want.

2.1 The benefits of having a high quality shop front

The Council appreciates that many retailers in Waltham Forest are facing difficult times. This is due to increased competition from nearby shopping areas such as Stratford Westfield and a rise in on-line shopping. It is therefore more important than ever to attract shoppers and encourage them to return.

Shop fronts have an important role to play in this. They can promote the image of your business and should be designed to entice shoppers and visitors inside. It can also help to improve the appearance of the shopping street attracting shoppers to the area.

Some shopping parades in High Road Leyton received shop front improvements as part of the Council's Olympic programme. These have improved the image of the area and have been popular with the public. Others improvement projects have since taken place including Walthamstow, Blackhorse Lane and Bakers Arms.

“They look more inviting and I think I'd be more likely to go into a nice looking shop.”

Waltham Forest resident referring to the shop front improvements in Leyton.



2.2 Purpose of the document

This guide is intended to provide practical advice for developers and retailers who are considering changes to the external appearance of a shop. It will help readers understand what work requires permission (such as planning permission), and give general and detailed design advice. This advice will highlight the issues that the planning team look for when considering an application and help to ensure the improvements proposed are of high quality.

It is important to note that not all the recommendations made within this Supplementary Planning Document will require planning permission but have been included to provide best practice guidance.

Not all the recommendations made within this Supplementary Planning Document will require planning permission but have been included to provide best practice guidance

2.3 Status of the document

This document is produced as a Supplementary Planning Document (SPD) to the Council's Local Plan. It supports and gives detail to policy CS14 '*Attractive and vibrant town centres*' of the Council's Core Strategy Adopted March 2012, and DM25 (I) '*Shopfronts and signs*' of the Council's Development Management Policies Adopted October 2013.

This SPD will be a material consideration in the determination of planning applications and in relation to appeals and public inquiries once adopted. Proposals to alter shop fronts will therefore need to take into account the guidance set out within this document.

Once adopted, the SPD will be a material consideration in the determination of planning applications and in relation to appeals and public inquiries

2.4 How this document was produced

This SPD is largely based on the Council's Shop Front Design Guide completed in January 2013. The initial evidence gathering for the Design Guide included research into current policy and best practice guidance and meetings were held with those involved with the Council's pilot shop front improvement projects to incorporate lessons learnt. The Waltham Forest Business Board were also consulted.

The draft SPD was prepared with an Equalities Analysis Screening, and was subject to a 6 week consultation period. Representations were made during this period and taken into account in the final document.

It is not a statutory requirement for Councils to produce a sustainability appraisal for Supplementary Planning Documents. However, in preparing this SPD, the Council has taken into consideration best practice guidance and requirements in addressing sustainability and the climate change agenda. A climate change assessment has therefore been completed to ensure the SPD considers the future impact of climate change.

2.5 How to use this document

This SPD is divided into 10 sections. Section 4 gives detail on the types of permissions and consents that may be required when making improvements to a shop front.

Look at the Design checklist in Section 5 with recommendations for improvement that may not require permissions, and may be of minimal cost

Sections 5, 6 and 7 give information on design. When considering improvements to a shop front it is recommended to first look at the Design checklist in Section 5 which will take readers through initial considerations making recommendations for improvement that may not require permissions and may involve minimal cost. Section 6 gives consideration to the street and building as a whole, and Section 7 gives detailed information relating to the shop front itself.



Pizza Hut
DELIVERY



273

MONEY
TRANSFER

271

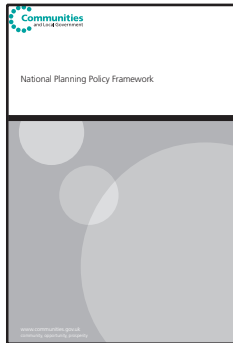
COLLECTION SPECIAL
Buy one pizza,
get one
FREE
ALL DAY, EVERY DAY



High Road Leyton, E10

3.0 Policy context

3.1 National policy



National Planning Policy is set out in the National Planning Policy Framework. It seeks to ensure the vitality of town centres and states that *'planning policies should be positive, promote competitive town centre environments and ... in drawing up Local Plans, local planning authorities should recognise town centres as the heart of their communities and pursue policies to support their viability and vitality'* (paragraph 23).

Local planning authorities should recognise town centres as the heart of their communities and pursue policies to support their viability and vitality

It also refers to the need for good design and adds *'good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people'* (paragraph 56). It further goes on to state that *'it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings'* (paragraph 57).

The other area of policy relevant to shop front improvements is the Town and Country Planning (Control of Advertisements) Regulations 2007. This controls advertising and relates to fascia and projecting signs, or any other features that advertise a shop.

3.2 London Plan (regional policy)



Regional policy is reflected in the London Plan (The Spatial Development Strategy for London Consolidated with Alterations Since 2011) March 2015. It states that Local Development Frameworks should *'provide a policy framework for maintaining, managing and enhancing local and neighbourhood shopping'* (Policy 4.8Bc). The production of the Shop Front Design Guide will directly support this policy.

The London Plan also makes reference to the quality of life

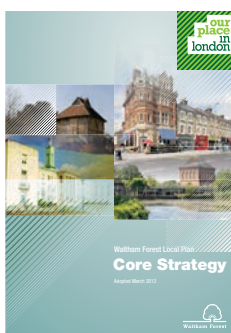
for Londoners and lists a number of factors that impact on this including *'protecting and enhancing what is distinctive about the city and its neighbourhoods, securing a sense of place and belonging through high quality architecture and design that sits well with its surroundings'* (paragraph 1.44).

This Supplementary Planning Document encourages good design within our retail areas that protects and respects distinctive features.

This Supplementary Planning Document encourages good design within our retail areas that protects and respects distinctive features.

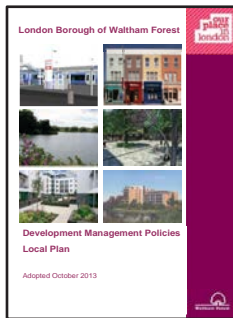
3.3 Waltham Forest policy and guidance

The Waltham Forest Sustainable Communities Strategy (SCS) was adopted in 2008 and provides a collective, long-term set of ambitions and priorities for the Borough and its position within London. *'Retaining more wealth in the borough was identified as a key priority with commitments to 'improve the attractiveness of the borough's smaller town centres and neighbourhood parades', 'enforce and promote quality... in the design of buildings and public spaces', and 'involve residents and businesses in improving the street scene'.* The Shop Front Design Supplementary Planning Document directly supports these aims.



The Core Strategy which was Adopted in 2012 echoes and implements the guiding principles of the SCS and provides over arching policies for Waltham Forest. Strategic Objective 14 seeks to *'safeguard and strengthen the function of Walthamstow Town Centre, the District and Neighbourhood Centres... ensuring they continue to develop as vibrant, attractive, distinctive, safe and welcoming places'*.

Strategic Objective 14 of the Core Strategy seeks to ensure our centres continue to develop as vibrant, attractive, distinctive, safe and welcoming places.



Development Management Policies document (Adopted October 2013) sets out the borough wide planning policies that implement the Core Strategy and will be used for decision making by the Council. The Shop Front Supplementary Planning Document gives further detail to policy DM25I Shopfronts and Signs.

The High Street Life in Waltham Forest was produced by the Council in 2011. It provides a strategy for the borough's shopping streets and includes character studies for each shopping area. This Supplementary Planning Document is compatible with its principles providing design advice relevant to all shops and shopping areas.

In 2014 we invited four independent experts to form the Waltham Growth Commission to make recommendations about how to grow the borough's economy and to assess our strengths and weaknesses. Of the 28 recommendations made, 9 related to the importance of the high street. It identified that local residents and businesses wanted to see thriving high streets, but felt there were a limited number of attractive places to spend money in the borough. This document supports the recommendations of the Growth Commission by providing design advice for retailers who are considering improving their shop front, with the overarching aim of improving the attractiveness of the boroughs shopping areas.



Higham Hill Road, E17

4.0 Permissions and consents

4.1 Planning permission

Most alterations to a shop front will require planning permission. Owners are therefore advised to check with the Council before carrying out any work, and where necessary confirm advice from your builder.

For advice on whether you require planning permission you can contact the planning team, known as Development Management (see section 9.1 below for contact details).

Most alterations to a shop front will require planning permission

Shop Front Character Areas, Conservation Areas and Locally Listed buildings

Improvements to shop fronts in Shop Front Character Areas, Conservation Areas or Locally Listed buildings will be more restrictive than for other shops.

If the shop is in a Conservation Area or Locally Listed the Council will seek to ensure enhancements do not harm the character of the area, are sympathetic to the original building and are to a high design standard.

You can contact the Council's Conservation Officer to find out if your shop is in a Conservation Area or Locally Listed (see section 9.3 for contact details), and obtain advice on appropriate alterations.

If you are looking to make improvements to a shop in a Shop Front Character Area the Council will seek to retain and protect the shop front by resisting inappropriate development which would detract and alter its special character. These will be shops improved as part of the Council's 'High Street Life in Waltham Forest' shop front improvement strategy.

You can apply for alterations to a shop within these areas or if it is Locally Listed under the normal planning process.

Improvements to shop fronts in Shop Front Character Areas, Conservation Areas or Locally Listed buildings will be more restrictive than for other shops.

4.2 Advertisement consent

Advertisement consent relates to fascia and hanging signs, or any other features that advertise the shop such as canopies with advertising on them. The rules on whether you

need to obtain permission are complicated, so if you are adding or altering any of these features it is advisable to contact the Development Management team (see section 9.1 for contact details). The Communities and Local Government Department provide detail in the publication '*Outdoor advertisements and signs: a guide for advertisers*', and there is online guidance '*Planning Practice Guidance on Advertisements*' which can be located at planningguidance.communities.gov.uk/blog/guidance/advertisements/.

As a general rule you **will** require consent if:

- The sign or advertisement is illuminated, though some illuminated signs with internally illuminated letters or lit by "halo" illumination do not require consent.
- It does not relate to the shop, for example the name or type of shop, the goods sold.
- There is not a shop window in the wall on which the advertisement is displayed.
- It is above the bottom of the first-floor windows.
- It is more than 4.6 metres off the ground.
- Any letter or feature is more than 0.75 metres high.

The procedures for applying for Advertisement Consent are broadly similar to those for applying for planning permission.

The procedures for applying for Advertisement Consent are broadly similar to those for applying for planning permission.

4.3 Building Regulations consent

The Building Regulations aim to ensure that your shop satisfies its functional requirements and the building provides reasonable health and safety for shoppers and staff. This is different to Planning Permission but the application process is similar.

Not all works will require Building Regulations approval. However, they will apply if:

- The changes are structural (for example where a structural support such as a lintel is required)
- The changes involve moving the entrance or altering its width.

If you would like further advice on the process, or help to decide whether you need approval or not, you can contact the Council's Building Control team. See section 9.2 for contact details. Alternatively details are provided on the Council's web site on the following link www.walthamforest.gov.uk/service-categories/building-control.

Building Regulations consent is different to Planning Permission but the application process is similar.

4.4 Enforcement

It is important that you apply for any necessary permissions, as you may leave yourself at risk of enforcement action being taken against you by the Council.



Lea Bridge Road, E10

5.0 Design checklist

The following provides a checklist of issues to consider when making alterations to your shop. You will need to check whether you require permissions before works start (see section 4.0 above).

Declutter

This can be a cheap and effective way of improving your shop without the need for planning permission or building regulations approval.

- **Minimise signage** and keep window displays simple (section 7.1)
- Avoid unsightly wiring and **sensitively locate features such as air conditioning units** (section 7.14)
- Ensure **forecourts and A-boards** do not obstruct the footway (section 7.2)

Repair

Reusing existing features is also a cheap and sustainable way of improving your shop and is less likely to require planning permission or building regulations approval.

- **Reuse existing features** (section 7.3)
- Repair with appropriate **materials and colours** (section 7.5)
- Consider **access** (section 7.9)
- Relocate suitable roller **shutters or grilles** internally (section 7.12)

Renew

Renewing is more likely to require planning permission and building regulations approval.

- Design the **window** area to bring balance and proportion to the shop (section 7.4)
- Use appropriate **materials and colours** (section 7.5)
- Provide appropriately sized **fascias and lettering** (section 7.6)
- Ensure **projecting and hanging signs** are located in the right place and are not too large (section 7.7)
- Avoid bulky **illuminated box signs** (section 7.8)
- Design the **doorway and internal areas** to allow access for all including wheelchair users (section 7.9)
- **Subdividing a shop** will require Planning permission and Building Regulations approval. In most cases a new shop front is likely to be required (section 7.10)
- Incorporate **stallrisers** for a traditional look (section 7.11)
- Allow the shop window to be seen at night by installing open **security shutters and grilles** (section 7.12)
- Ensure **canopies and awnings** suit the character of the building (section 7.13)
- Ensure **wiring and other features** such as burglar alarms or air conditioning units are appropriately sited (section 7.14)



The Italian Delicatessen
of Walthamstow

38

The Italian
Delicatessen
of Walthamstow

Tuesday - Saturday
11:00am till 20:00pm

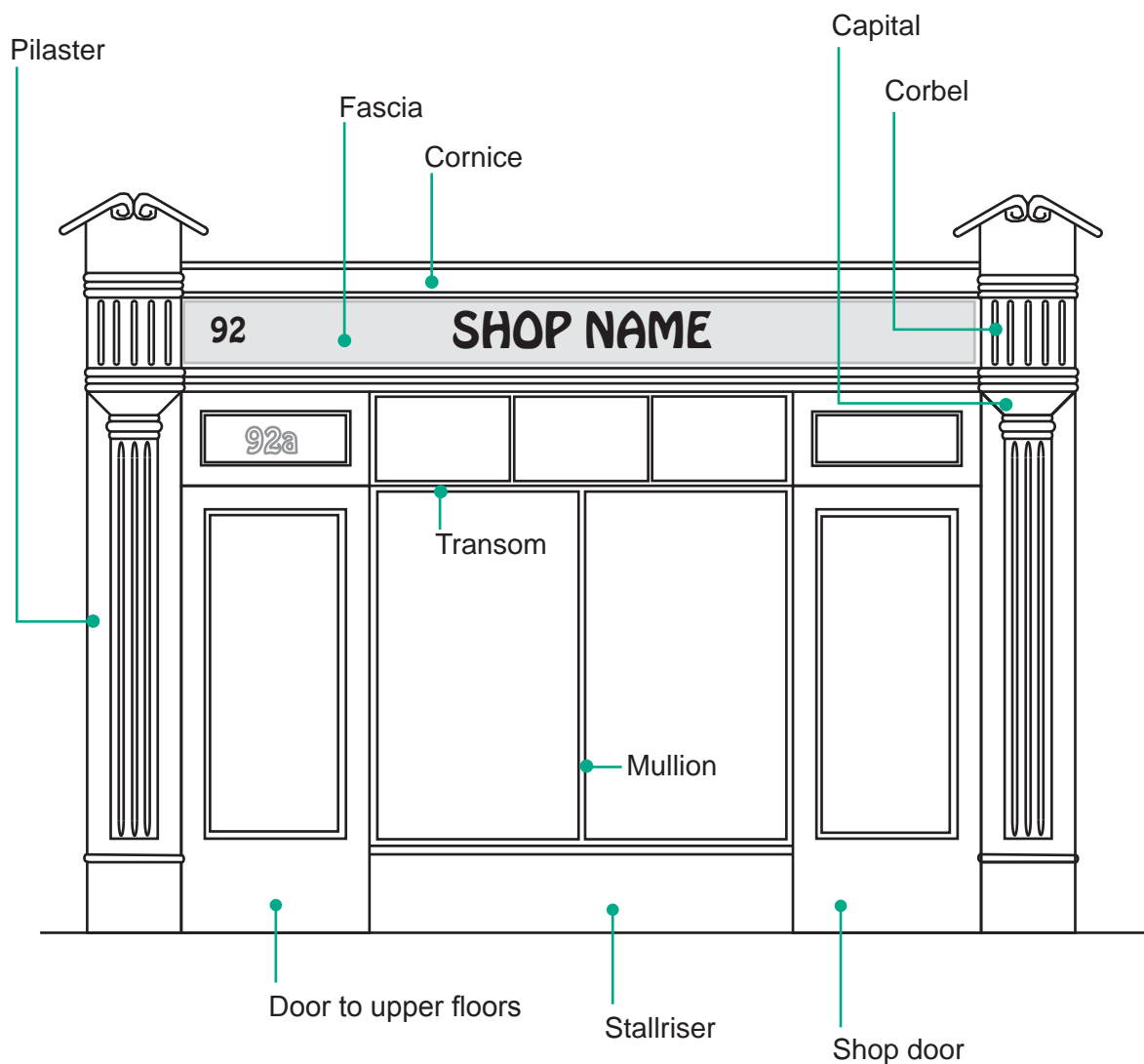
Sunday
11:00am till 17:00pm

www.theitaliandelicatessen.co.uk

Hoe Street, E17

6.0 Key design considerations

A shop front is based on a number of key architectural features that link together to form a framework. These features will be discussed in the design section below, and are identified in this key diagram of a traditional shop front for quick and easy reference.



6.1 The street

The quality of a street has an impact on whether shoppers come to an area or not and also affects how long they stay.

The most successful shopping streets are generally those where shops have uniformity in their proportions, materials and details. It is therefore important to look for consistent patterns along the street, for example, the repeated arrangement of pilasters or windows, or the continuous line of cornices.

The quality of a street has an impact on whether shoppers come to an area and affects how long they stay

Individual shops should not seek undue attention or dominate their surroundings unnecessarily.



A shop front should not overly dominate.



Shops without a common framework can appear cluttered and chaotic



Shops with a common framework appear ordered

Street character

The Council produced a document in 2011 called '*The High Street Life in Waltham Forest*'. It provides character studies of some the borough's main shopping areas giving design recommendations on each. The areas included are Station Road in North Chingford; Hatch Lane Parade; Leytonstone and Highams Park; Wood Street; and High Road Leyton. If you are considering making alterations to your shop front in these areas you may find it useful to refer to this document (branding.walthamforest.gov.uk/documents/ke63-high-street-life-strategy-part1-lr.pdf and branding.walthamforest.gov.uk/documents/ke63-high-street-life-strategy-part2-lr.pdf)

'The High Street Life in Waltham Forest' provides character studies of some the borough's main shopping areas giving design recommendations on each

Corner shops

Corner shops, including banks and pubs, have a particular impact on the quality of the street because they are usually the most prominent. It is therefore particularly important that they are designed to a high standard and as a general rule should take advantage of their location by having a frontage on both sides.

Corner shops have a particular impact on the quality of the street



Corner shops should be high quality and double fronted

6.2 The building as a whole

Improvements to shop fronts should consider the building as a whole. Sensitive design can be either traditional or modern and should enhance the individuality and character of the building. The proportions of new elements (such as fascia signs) should relate to the proportions of the whole building and each other, and as a general rule, a restrained approach leads to a higher quality design.



A cohesive approach can be achieved along the street by following vertical lines set out by pilasters, and horizontal lines established by cornices and fascia

It is also useful to follow the lines of the original building as these will be designed to have the various elements in balance. This will ensure the general features of your shop remain in proportion and harmony with each other and the building as a whole.

Where a shop occupies more than one unit, it is better to repeat fascia signs and canopies rather than extend them across. This is because overlarge fascias and canopies affect the balance across the building and often results in the loss of original features such as corbels and capitals.



This shop extends across three units, but the fascia sign is broken into sections rather than extending across the whole shop front

7.0 Detailed design considerations

Shop front design encompasses a wide variety of styles and details but certain basic rules apply everywhere.

7.1 Minimise signage and clutter

The first impression of a shop is crucial and has the potential to attract passers by or turn them away.

De-cluttering the front of your shop can significantly improve its appearance and attractiveness to shoppers. Too many posters and notices can make your shop look tatty and weaken the message you are trying to make. Shoppers may also be reluctant to enter a shop when they cannot see in.

One of the most important things is not to confuse customers with a crowded space. Uncluttered, clean and simple displays look more appealing than those that are crowded with random items.

One of the most important things is not to confuse customers with a crowded space

It is therefore good practice to keep posters and notices to a minimum and avoid the use of vinyl's. A shop is most clearly identified if it only has one or two clear signs, which can be located in the zone below the shop sign and above the main window.



The zone above the shop window, below the fascia sign can be used for advertising



Too much signage can be confusing to shoppers and weaken your message



Avoid use of vinyls



This window display is uncluttered and simple, clearly showing the goods for sale

De-cluttering your shop can significantly improve its appearance

It is also important to minimise signage above the shop as this can make your shop and the parade look too busy and tatty. Therefore, as a general rule, signage above the shop fascia level should be avoided. However, where businesses occupy the upper floors, the display of advertisements should be limited to lettering applied to windows. A suitable size and style need not spoil the elevation.



Overuse of signage makes the parade and shop look too busy and tatty

7.2 Displaying of A-boards and treatment of forecourts

A-boards or other forecourt displays can be a useful way for retailers to attract customers. Consideration, however needs to be given to the movement of pedestrians and displays or A-boards should not create an obstruction. Disabled, visually impaired, elderly people and those pushing prams will need particular consideration.



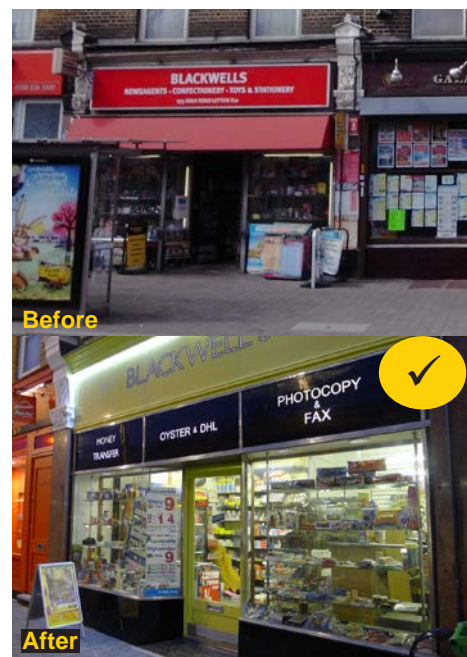
A-boards should not obstruct the footway

7.3 Reuse existing features

If you are looking to upgrade your shop front it is worth considering the opportunities of what you already have. Re-using existing features can be a cost effective and sustainable way of improving your shop and is less likely to require planning permission.

Whilst there are some entirely original shop fronts in the borough the majority have been altered over time. Many, however, still retain some of their traditional elements such as pilasters, capitals, corbels and cornices. These original features can bring identity and character to your shop and should not be removed, damaged or obscured. Where necessary they should be repaired as part of alterations.

Re-using existing features can be a cost effective way of improving your shop and is less likely to require planning permission



Blackwells in Leyton repaired and reused their existing shop front

Where you have a wholly original shop front serious consideration should be given to refurbishment rather than replacement. The original shop front is likely to have been manufactured from quality materials (such as timber), and the proportions of the design are likely to balance across the shop and the building as a whole. Original features also bring identity and character which many replacements lack. It is for this reason that the Council will seek their retention and recommend repair rather than replacement when planning applications come forward.

7.4 Window design and arrangement

Shop windows, particularly those of traditional design, are divided by mullions and transoms in a grid pattern that reflect the proportions of the shop and building. A transom (horizontal subdivision) should divide the window at the same level as the top of the door. Mullions (vertical subdivisions) should line up above and below the transom and may reflect the vertical alignment of windows on upper floors. It is these proportions that lead to a balanced design, therefore treatments such as bricking up part of a window, or removing the window entirely should be avoided.

Some retailers subdivide their shop and install kiosks. These need to be carefully considered and designed to ensure the shop front is still balanced. Further detail on subdividing the shop can be found in section 7.10 below.



Traditional windows are divided by mullions and transoms

7.5 Materials and colours

Materials for shop fronts and upper floor windows should relate to the architectural style of the building. Where a shop forms part of a traditional building (for example those in Victorian parades), traditional materials will be preferred over modern materials such as plastics or metals. In conservation areas or locally listed buildings the use of traditional materials such as timber will normally be expected.

However, outside conservation areas, and where a contemporary design is desired, modern materials



This bakery in St Mary's Church (Walthamstow Village) Conservation Area uses traditional materials for the shop front and upper floor windows

may be appropriate where it is demonstrated that they will respect the street scene and not harm the appearance of the building.

Colour and finish are also important considerations. Garish colours or shiny finishes should generally be avoided.

7.6 Fascias and lettering

Fascias are perhaps the most dominant feature of the shop front. The fascia should not be overly high or prominent and should respect the proportions of the overall building and adjoining shop fronts. As a general rule:

- The fascia should not extend below the top of the pilaster where there is one; obscure, damage or project forward of architectural features; or project above the sills of first floor windows.
- Where a shop occupies more than one unit, each should have a separate fascia, linked visually by a common design. One continuous fascia would be too dominant and cut across the pattern of the terrace.
- The fascia material should not be shiny. A matt fascia will usually be the most appropriate.
- Box fascias should generally be avoided as they are often too large and bulky and unsympathetic to the style of most buildings, however where they are sufficiently slim so they do not project forward of the corbels and pilasters or other architectural details they may be acceptable.
- Standard designs by national retail chains may not always be appropriate, and may need to be adapted to suit individual locations.

A fascia should not be overly prominent and should respect the proportions of the overall building

The size of lettering should be large enough to be seen by shoppers, but not too large to swamp the fascia or the shop front.



Modern materials respect the features of this traditional building



This fascia sign is overly large and extends above the sill of the first floor window



This sign fits within the fascia area and does not overly dominate



This fascia is not overly prominent and respects the proportions of the building

The size of lettering should be large enough to be seen by shoppers, but not swamp the fascia or the shop front

Each shop front should have the street number clearly displayed for example on the fascia, or on glazing above the door.



This fascia and its lettering are too large

7.7 Projecting or hanging signs

Projecting or hanging signs should be simple and limited to the relevant information. Bulky or crudely fixed projecting signs can dominate the shop front and have a detrimental impact on the building and street. They should therefore not be overly large in relation to the rest of the shop front, placed at fascia level, and not obscure architectural details. Projecting box signs are generally considered inappropriate except where they are sufficiently slim to not detract from the qualities and architecture of the building.



Pizza Hut's hanging sign is simple, appropriately sized and located so it does not obscure architectural details

7.8 Illuminated signs

A well lit window display or simply lit fascia sign is an effective method of advertising and can make a positive contribution to the street at night. If you use low energy fittings costs can be kept to a minimum. Bulky illuminated box fascias or projecting signs are likely to over dominate a shop front and therefore should be avoided.

The intensity of the illumination should also be considered. Illumination should allow the sign to be easily read, but not cause a distracting glare or adversely affect homes above or near the shop. Flashing signs must not be used where they could be a distraction to traffic.



These simply lit fascia signs are an effective method of advertising and make a positive contribution to the street at night

7.9 Doorways and access

It is important to ensure that alterations to the entrance of a shop enable access for all, including wheelchair users or for those pushing prams or shopping trolleys. This should be achieved by

creating a level threshold and an easy to open door with an open width of 1000mm.

For further information see the Council's planning document on Inclusive Design for Non Residential Buildings (branding.walthamforest.gov.uk/documents/inclusive-design-planning-non-residential.pdf).

Alterations to the entrance of a shop should allow access for all

Whilst these guidelines are mainly concerned with ground floor uses, in approving shop front proposals, the Council will ensure that the security and access of residential accommodation on upper floors are also protected and improved. Doors to upper floors should harmonise with any new shop front, and in order to improve safety and street activity they should be provided from the front of the premises.



The shop to the left provides a level threshold enabling access for all

7.10 Subdividing a shop

In most instances if you are considering subdividing your shop you will need to make a Planning application and seek Building Regulations approval.

Building Regulation officers will be keen to ensure your shop is accessible and provides reasonable health and safety for staff and shoppers. The Planning officer will consider the impact of your alteration on the streetscene.

In most instances you will need Planning permission and Building Regulations approval when subdividing your shop

As a general rule, the addition of a kiosk or subdivision of the shop will require an entirely new shop front. This will enable the shop to read as a whole and maintain a balance across the street.



Subdividing your shop will probably need Planning permission and Building Regulations approval

7.11 Stallrisers

A stallriser is a solid panel below the shop window. It provides protection against accidental knocks, and allows the window display to be raised to a readily viewable level. It also gives proportion and character to the shop front.

Some modern shop fronts do not have stallrisers but have large expanses of plate glass that go down to ground level. This can achieve a dramatic effect that can often work well. However in some instances, such as where parades are more traditional, stallrisers may be more appropriate.

Where stallrisers are to be incorporated within proposals they should relate to the height of the pilaster base, and should be robust as they will generally get the most wear.



Stallrisers give a traditional character to shops in the Walthamstow Village Conservation Area

7.12 Security shutters and grilles

Security measures should be chosen both for their effectiveness and their image on the shop and its surroundings.

Consideration should be given to the impact on the street at night. It is generally best if shop windows are visible at night and a low voltage light bulb is left on. This enhances the look of your shop front and enables out-of-hours window shopping. It also increases safety and security by acting as a deterrent to theft. Streets with solid shutters can feel hostile at night and often attract graffiti.



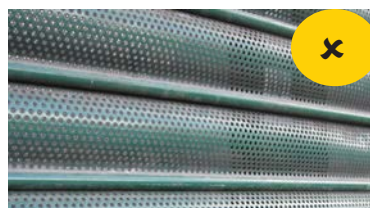
Windows should be visible at night and illuminated with a low energy light bulb

Shop windows should be visible and lit at night

Roller shutters



Solid shutter



Perforated shutter



Brick bond or other open type shutter

Roller shutters are a common form of shop security in Waltham Forest, and can be successful if they are open in nature (for example punched-hole). Solid or perforated shutters should be avoided for the reasons mentioned above. The Council will therefore not grant planning permission for solid or perforated shutters unless in exceptional circumstances (for example shops that have an open frontage such as greengrocers or for shops that have special security needs such as jewellers).

Solid or perforated shutters can create hostile streets at night

Shutter boxes should be concealed behind the main fascia, or if this is not practicable their projection should be minimised. They should never project forward of the pilasters. Where shutter boxes are too bulky they often detract from the building's features and can harm the appearance of the shop and the street.

Security glass and internal shutters

Laminated and toughened glass may be used instead of plate glass. This is an ideal alternative to external shutters or grilles, and can give high levels of security. It also enables goods to remain on display encouraging window shopping outside hours, and gives the shop front a high quality appearance.

Internal shutters can be added for additional security, but should be of the open type. As they require no external additions they do not detract from the appearance of the building. Existing external shutters may be relocated internally for a cost effective improvement.

Removable external shutters

These can be acceptable if they are open in nature and designed to compliment the features of the original façade, and when the attachment brackets are designed sensitively. However, as they are removable, space is needed to store them when the shop is open.



Bulky shutter housing should be avoided and where possible located behind the fascia



Security glass enables goods to remain on display outside shop opening hours



Open type internal roller shutters do not require external additions

7.13 Canopies and awnings

Canopies and awnings give some protection to shoppers and the shop window against rain and sun. They can also bring interest to the streetscene. Care, however, should be taken to ensure they are sufficiently high to allow pedestrians to easily pass beneath them.

It is also important to ensure their size, shape and position are compatible with the character of the building. This can be achieved by selecting a style of canopy that suits the style of the frontage.

The boxed housing should be integrated within the overall shop front design (preferably flush with the fascia) and located within the pilasters. Where a shop extends across more than one unit, more than one canopy should be provided, as one large canopy is likely to overwhelm the building. Also, it is important to choose a colour that compliments the colours of the shop, and for it to be made from a material that will withstand weathering.



These awnings are compatible with the character of the building

7.14 Wiring and other features

Unightly wiring and ill sited additions such as burglar alarms or air conditioning units can detract from the quality of a shop front. Wherever possible, wiring should be internal, and if external should not be visible. Additions such as air conditioning units, satellite dishes, burglar alarms or surveillance systems should form an integral part of the design and be located in unobtrusive positions that avoid interference with any architectural detail.



Poorly sited wiring and other clutter can detract from the quality of the facade



The poorly sited vent and air conditioning units detract from the quality of the shop and mar the street scene



High Road Leyton, E10

8.0 Monitoring and review

It is important the Council monitors and reviews this document to ensure it fulfils its key objective of improving the quality of design and access of shop fronts through the planning process.

Statutorily under the Planning and Compulsory Purchase Act 2004, the Council must produce an Annual Monitoring Report to assess the extent to which policies in Local Development Frameworks are being achieved. This SPD takes its key objectives from, and provides further detail to the Council's Development Management policy DM25(I) which will be monitored as part of the Annual Monitoring Report. The assessment of this Development Management policy will be taken as an assessment of this SPD.

The impact and value of this SPD will also be assessed through feedback from users (developers, agents, applicants, Development Management officers, and other interested parties). Changes in national, regional or local design policy and its relevant and impact on this document will also be considered.

The assessment of this SPD will identify measures that may be necessary to strengthen or amend particular design principles or policy objectives.

Blackhorse Lane, E17



9.0 Contacts for further advice

9.1 Planning (Development Management team)

For advice on whether you need to make a planning application or apply for advertising consent. Advice can also be given on the process on making an application.

Duty Planning Officer
020 8496 3000
dcmail@walthamforest.gov.uk
Sycamore House, Waltham Forest Town Hall
Complex, Walthamstow, E17 4JF

9.2 Building Control

For advice on whether you need to seek Building Regulations approval.

020 8496 6759/6760
building.control@walthamforest.gov.uk
Sycamore House, Waltham Forest Town Hall
Complex, Walthamstow, E17 4JF

9.3 Conservation

For advice on whether your shop is locally listed or in a Conservation Area.

Conservation Officer
020 8496 3000
Jacinta.fisher@walthamforest.gov.uk
Sycamore House, Waltham Forest Town Hall
Complex, Walthamstow, E17 4JF



South Chingford, E4

10.0 References

National Planning Policy Framework - Communities and Local Government, March 2012

Outdoor Advertisements and Signs: A guide for advertisers - Communities and Local Government, June 2007

Planning Practice Guidance: Advertisements - Communities and Local Government, March 2014

The London Plan Spatial Development Strategy for Greater London - Mayor of London, July 2011

The Portas Review, an independent review into the future of our high streets - Mary Portas, December 2011

Understanding High Street Performance - Department for Business Innovation and Skills, December 2011

Waltham Forest Sustainable Community Strategy - London Borough of Waltham Forest, May 2008

Waltham Forest Local Plan Core Strategy - London Borough of Waltham Forest, March 2012

Development Management Policies Local Plan - London Borough of Waltham Forest, October 2013

Walthamstow Town Centre Area Action Plan Proposed Submission - London Borough of Waltham Forest, March 2013

The High Street Life in Waltham Forest, Shopfronts strategy for safe, vibrant and attractive high streets - London Borough of Waltham Forest, May 2011

Shopfront Design Guide - London Borough of Waltham Forest, January 2013

Supplementary Planning Guidance Note 8, Shop Front Design Guide - London Borough of Waltham Forest, 1999

