

9. shop fronts



New shop front, Bakewell with contemporary interior



Traditional shopfront Bakewell

9.1 The design of shop fronts has a major impact on the appearance of town and village centres. Good shop front design can greatly enhance the shopping experience and strengthen the area's appeal. Corporate design and signage may need to be adapted to avoid harm to local identity.

9.2 Both traditional or modern shop fronts can be appropriate, but the overriding considerations are that they should reflect the character and architectural style of the upper floors and the area generally; maintain the rhythm of the individual buildings in the street; be constructed in appropriate materials and have appropriate finishes; and be well proportioned and well detailed in their own right. Illumination and signage should be carefully considered.

9.3 Please refer to the *Detailed Design Guidance Note: Shop Fronts* for more information.



New shop, Bakewell: by not adding a shopfront surround, the outbuilding character of this former garage has been retained



Shop within a former house with internal display lobby

ENHANCEMENT



Before: showing inappropriate openings and details



After: openings reduced in width; more traditional windows and shopfront surround added