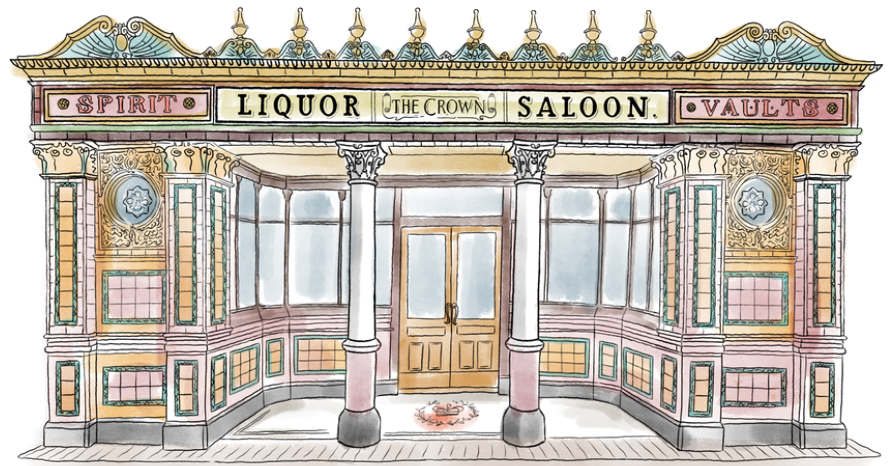


WHAT IS A TRADITIONAL SHOP FRONT?



TRADITIONAL SHOP FRONTS COME IN VARIOUS STYLES AND DESIGNS WHICH ARE INTENDED TO ATTRACT CUSTOMERS.

The wide use of materials, design, colour and typography created by specialist craftspeople puts an original stamp on the building. From the 1970's mass produced materials such as box fascia signboards and plastic framing replaced many shop fronts which visually impacted streetscapes. As a result, there are few truly traditional shop fronts existing.

BENEFITS OF TRADITIONAL SHOP SIGNAGE

- Creates unique and vibrant streets
- Good design raises the quality and value of the street
- Can be sustainable
- Attractive
- Can be repaired and altered
- Greater lifespan to plastic counterparts
- Historical importance
- Defines character
- Personal touch
- Allows for modern or contemporary design



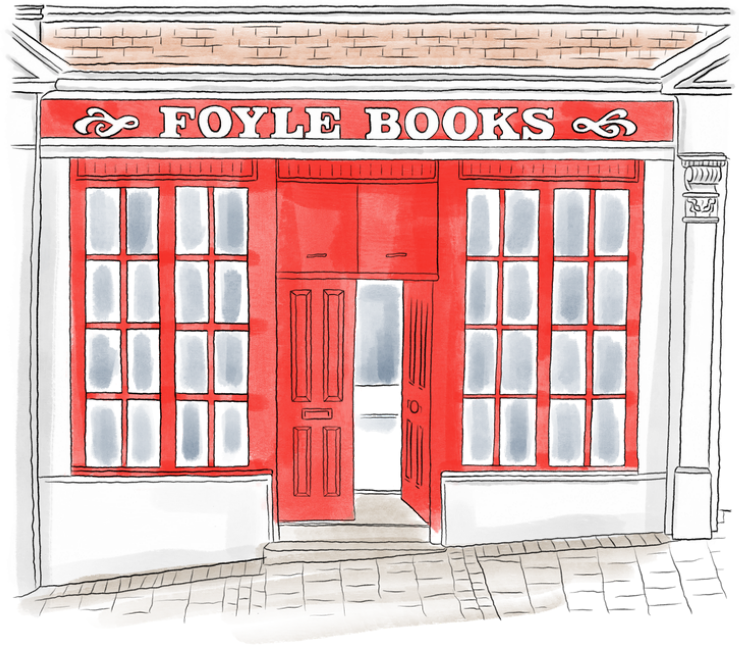
CONTEMPORARY DESIGNS AND INTERVENTIONS TO SHOPFRONTS ARE POSSIBLE AS LONG AS IT RESPECTS THE OVERALL BUILDING AND CONSERVATION DESIGN GUIDE.

Shop fronts evolved over time from the Victorian to Edwardian eras and created visually diverse streets across the country.

EXTERNAL SHUTTERS HAVE A NEGATIVE IMPACT ON THE OVERALL LOOK OF A STREET.

They give the impression of a fortress and when viewed together significantly damage the street scene. Internal shutters are a good alternative and glass can be laminated or toughened to reduce damage to the shop front.

WHAT IS A TRADITIONAL SHOP FRONT?



IT IS IMPORTANT TO CHOOSE A COLOUR FOR YOUR HISTORIC SHOP FRONT SYMPATHETIC TO THE SURROUNDING BUILDINGS.

Paint should be preferably of a matt finish and not clash with adjacent properties.

FEATURES

- *Fascia Board* – The shop front fascia or frieze is the area above the shop window which commonly holds the signage.
- *Pilasters* – Rectangular in the form of a column. Generally pilasters have no structural function and are solely an architectural and decorative feature. The pilaster gives the impression that it is holding the weight of the fascia and cornice above.
- *Entablature* – The horizontal band above the columns. It consists of the cornice, frieze and architrave.
- *Cornice* – Above the fascia and slightly projecting outward the cornice provides some shelter from rainwater. It also provides a visual break between the shop front and upper floors of the building.
- *Console/Corbels* – Located above the pilaster, corbels support the cornice flashing and protect the end of the fascia. Corbels can be plain or highly decorative and add character to a shopfront. Original corbel brackets should be retained or restored.
- *Stall Riser* – Stall risers provide a solid base below the shop window at ground level. They offer a degree of security and protection against damage and provide balance and proportion in the overall design of the shop front. In Edwardian shop fronts they are commonly panelled timber or stonework while Victorian shop fronts made use of glazed tiles and bricks.
- *Windows* – A feature of many shop fronts is the divided glass windows separated by mullions. Early shop fronts have numerous window panes while later examples commonly have larger windows. Later, glass could be curved which increased display space especially to shops with recessed entrances.
- *Airbricks/Ventilations Grilles* – These are a common feature on buildings are often a feature of shop fronts. Commonly placed below the windows and sometimes above the doorway to provide ventilation to buildings.