

# MYSHAWLANDS

## Shawlands Cross Conservation Area

### Shopfront Design Guide

Shawlands Town Centre has a unique and distinctive character which means it's ideally positioned to benefit from its location at the heart of Glasgow's Southside. Shops and town centre attractions have an important role to play in helping create an enjoyable experience, great ambiance, attracting customers and helping to ensure they visit again and again.

The design of shop windows, office, café and restaurant frontages therefore matters as it helps build positive first impressions of businesses and the town centre.



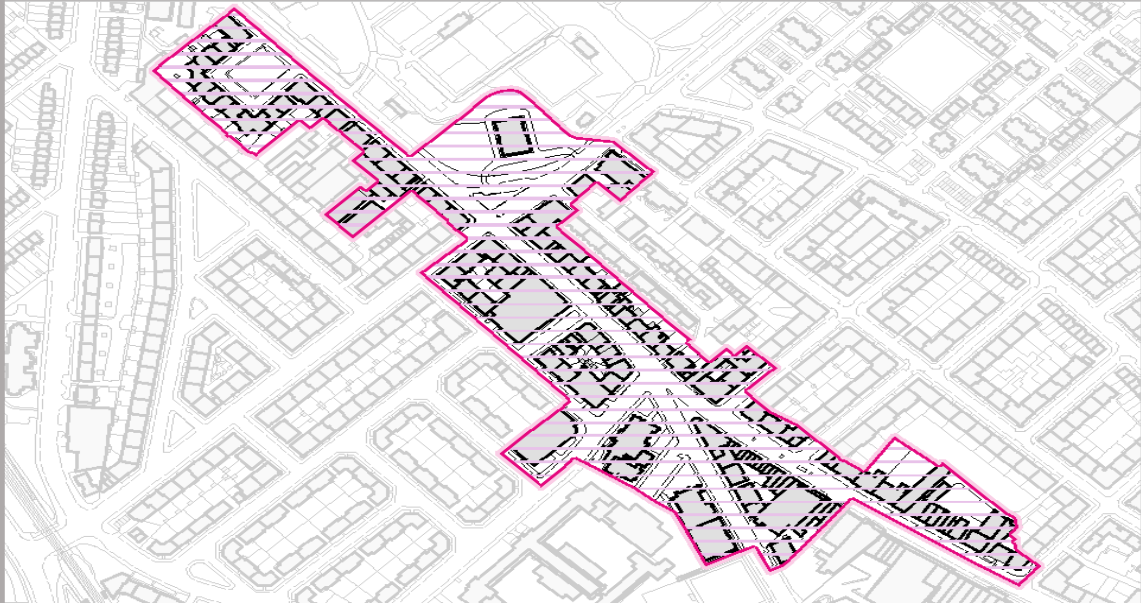
This guide provides advice and general guidance for business owners considering upgrading shop frontages in the Shawlands Cross Conservation Area. The Conservation Area was designated in 2013 to reflect the historic character of buildings in the area and the aspirations of the council and its local partners to a high standard of design to make the centre more attractive for customers and those seeking to invest in the town centre.



The aim of this guide is to encourage good quality shopfront design along with high standard of visual merchandising that helps business to attract customers not simply from the nearby but from the wider Southside by supporting the role of Shawlands as a destination.

## Planning Permission and Consents

You need planning permission for any alterations or changes that fundamentally affect the appearance of your shopfront in **Shawlands Cross Conservation Area** other than 'like for like' replacement or repair.



You should therefore seek advice from the Council's Development Management team in DRS via 0141 287 8555 or simply search 'planning enquiry Glasgow City Council' on key search engines when considering the following works:-

- Replacing the whole shopfront or frame
- New fascia
- Illuminated signage
- External security shutter and grilles
- Removing the stall-riser
- New door
- Awnings and Canopies

### Listed Building Consent

You need Listed Building Consent for any alteration to a shopfront which forms part of a statutorily listed building.

### Advertisement Consent

You need Advertisement Consent for most illuminated signs, signs above ground floor level, or signs on a different wall from the shopfront, as well as flags, banners and pole signs.

### Traditional Shopfront Design

1050 Pollokshaws Road

The image below highlights the traditional elements of shopfront design that should ideally be retained or restored. (\*handy tips 1:-visit Virtual Mitchell Library for historic images)



### Restoring a Traditional Shopfront

713 Great Western Road

The shopfront has been restored by lifting the fascia sign to its original location immediately below the cornice. This has created space for a full height window that enables customers to view products in the shop window and see into the shop.



## Shopfront Signage

### Fascia Signs

- should be located at the original fascia level with no advertising at sub-fascia level or on columns or pilasters;
- if illuminated, this should be in the form of individually lit letters or trough lighting, with the trough extending over the full length of the fascia and painted out to match the background (this approach will generally be preferred to individual spotlights);
- Within traditional buildings, cover the complete fascia wholly within the pilasters, and not extend over any residential tenement close entrance (lettering should preferably not exceed more than two-thirds of the height of the fascia); and
- avoid the use of non-recessed fascia box signs and sub-fascia boxes.



## Shopfront Shutters and Grilles



✓ Externally mounted open-bond shutters allow customers to look inside the shop and enhance the attractiveness of the street



✗ Solid security shutters create a blank frontage that has a negative impact on the streetscape

The design of shopfront security shutters and grilles has a significant impact on the experience of the town centre for those visiting at night. • Preference will be given to laminated glass or internally mounted open bond shutters as opposed to solid security shutters.

- On Listed Buildings, demountable mesh grilles or internally-mounted brick-bond shutters should be used (an exception may be made for the security of recessed entrances or in circumstances where high value goods are being sold).
- On unlisted buildings within the Conservation Area, demountable mesh grilles, internally mounted brick-bond shutters or externally-mounted open-bond shutters may be acceptable, depending on local circumstances.

(\*\*\*Handy tips 2- use Google earth to gather good ideas from successful destination centres in Glasgow or Edinburgh)

## Shopfront Surround / Frame

The shopfront surround or frame has an important role to play in defining the character of the building. These consist of vertical columns either side of the shopfront (pilasters) that provide a division between each shopfront and which usually incorporate a plinth for support below them. The pilasters are crowned by a corbel which is connected to the cornice and fascia.

## Visual Merchandising

Good visual merchandising is an art which according to Forbes Business magazine is essential as first impressions are formed in only 7 seconds. A well designed shopfront can become more attractive to potential customers when additional consideration is given to how the products and services are presented in the window; so here are some handy tips.

## Legible Signage

Use clear signage that highlights the identity of the shop





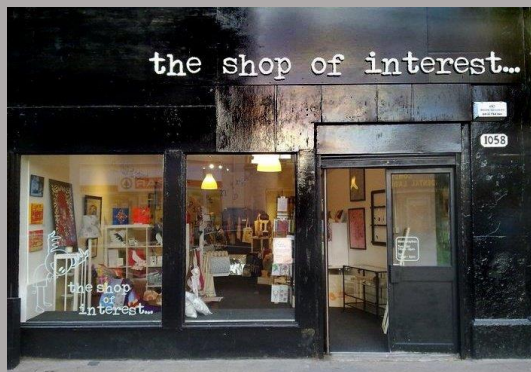
### Product Visibility from the Street

Ensure that customers can see into the shop from the street

Create a platform to display products so customers can see them easily

### Creative Window Displays

Use themes and seasonal displays to attract customer attention. Ensure products 'jump out' from the surrounding design through clean well-polished windows



### Internal Lighting

Shine a light on products displayed in the window

Create an inviting space which attracts customers

### Refresh Window Displays

Regularly refresh window displays to attract new customers and create fun, discovery and renewed interest for those returning



### Welcoming Entrances

Create a space where customers feel free to wonder in and look without the sense of a private space or a commitment to purchase