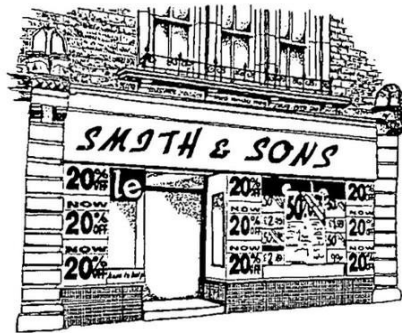


# THE BREAD BOX

*BREAD & BAKERY*

## ADVERTISING

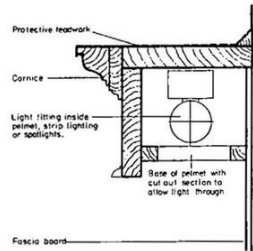
Advertisements that are sensitively designed and located can make a significant contribution to the character of the street scene. However, a proliferation of advertisements and stickers needs to be restricted, as illustrated below. A shop window should be looked through with an emphasis on an attractive window display behind the glass.



## LIGHTING AND ILLUMINATION

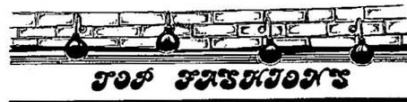
Shop signs do not generally require lighting if the level of the street lighting and the lights from the window are adequate. Any lighting incorporated should be discreetly hidden on suitable parts of the building. The cornice provides a suitable place for sensitive strip or floodlighting. This may be suitable if the establishment is one frequented in the evenings e.g. bars, restaurants and bistros.

*An example of how light fittings can be incorporated within the cornice.*



The use of swan neck lamps may be acceptable, where the lamps are small and sparingly used, being of a neutral or similar colour to the fascia.

*The use of swan neck lamps that are too big and poorly positioned.*



## FURTHER INFORMATION

If you have any queries or would like to discuss any proposals informally, please contact the Planning Department by writing to:-

The Director of Housing and Planning  
 Municipal Buildings  
 Glossop  
 Derbyshire  
 SK13 8AF

or telephoning:- 0845 129 7777

Or email: [planning@highpeak.gov.uk](mailto:planning@highpeak.gov.uk)

For guidance within the Peak National Park queries should be directed to the Peak Park Joint Planning Board.  
 Telephone: 0629 814321

## LEAFLETS AVAILABLE IN THIS SERIES.

1. A Design Guide for Shopfronts.
2. A Design Guide for Signs.
3. Conservation Areas.
4. Listed Buildings.



High Peak Borough Council

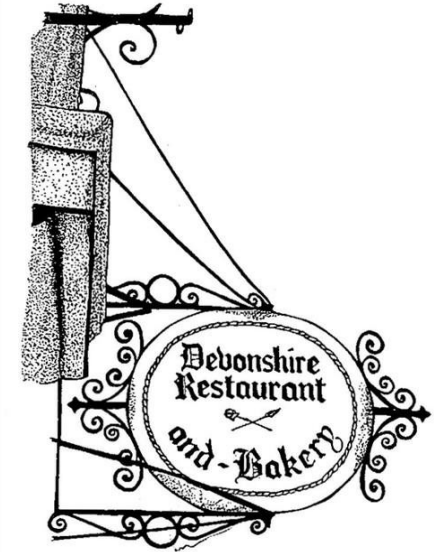
High Peak Borough Council is a member of the English Historic Towns Forum. The Forum has published more detailed guidance relating to shopfronts and advertisements, which can be obtained, for a small charge, from the Borough Council at the address above or direct from the Forum at:-

English Historic Towns Forum  
 PO Box 22  
 Bristol  
 BS16 1RZ  
 Or telephone 0117 975 0459  
 Fax 0117 975 0460  
 Email: [ehf@uwe.ac.uk](mailto:ehf@uwe.ac.uk)  
[www.ehf.org.uk](http://www.ehf.org.uk)



HIGH PEAK BOROUGH COUNCIL

# A DESIGN GUIDE FOR SIGNS



*The Quadrant, Buxton*

## INTRODUCTION

This leaflet is one of a series which forms additional design guidance to the statutory planning policies contained in the High Peak Local Plan.

The main purpose of this guidance is not to stifle original or imaginative design but rather to set a framework of good design principles, which can then be adapted to fit the particular circumstances relating to individual properties.

Signs and advertisements are seen as an important element within the shopfront, as they inform customers of the names and types of shops available. The design and positioning of the sign will serve to encourage entry into the shop.

Advertisement consent may be required for the display of certain signs, although there are exceptions. In Conservation Areas more stringent controls exist over the display of advertisements. The Advertisement Regulations are complex and advice should always be sought from the Borough Council prior to an application being submitted.

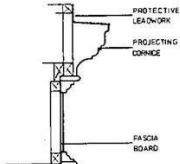
Advertisements and signs should always be designed to complement the appearance of the building, the shopfront, and the character of the area. This leaflet has been produced to help illustrate the general principles involved in designing and locating signs and advertisements.

## FASCIA SIGNS

Fascia signs are a most important element of the shopfront and local street scene. They provide a form of advertising to potential customers, displaying the type of shop and proprietor. The shopfront and the street will be greatly influenced by the width, length, material, colour and design of the fascia.

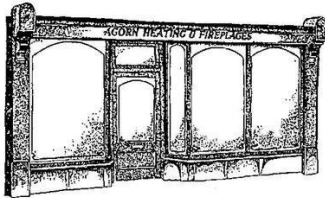
The fascia is traditionally of painted timber and positioned well below the first floor windows. It should not be deeper than one quarter the height from the pavement level to the bottom of the fascia. Where a shopfront spans more than one building the individuality of each should be respected and retained. The fascia should not extend across two or more separate buildings to link them.

Care must be taken to integrate the fascia within the building and so avoid obscuring windows or architectural details. Flat fascias should be avoided by incorporating a projecting element above it known as the cornice. This acts to define a 'top' to the shopfront design and provides weather protection by throwing water clear. Alternatively a cornice can take the form of a retractable blind box.

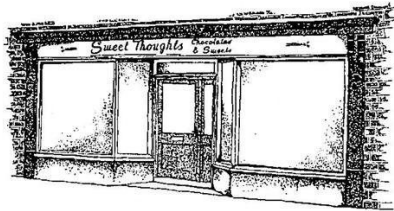


Cross section showing cornice projection in relation to the fascia.

Below are examples of two well designed fascias that incorporate all these elements.



High Street, Buxton



High Street, Chapel-en-le-Frith

The Borough Council accepts that some companies wish to use corporate colours, signs and logos. However, where necessary, they can often be modified to provide a sensitive design which can respect the above principles.



High Street West, Glossop

An example of large multiple retailer applying many of the above principles. The fascia has been designed to retain the individuality of each building.



An unfortunate trend in recent years has been to increase the area, especially the depth, of the fascia and the more common use of plastic and shiny materials. The above illustrates two examples of this. This detracts from the appearance of both the building and the street. The use of a well designed and positioned fascia will help promote the image of the shop and therefore attract customers.

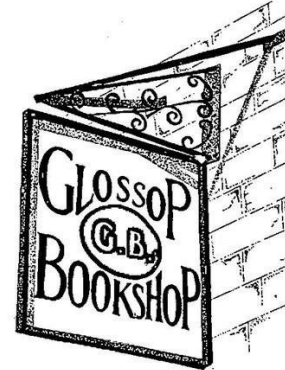
## PROJECTING HANGING SIGNS

Traditionally hanging signs were designed flat and attached to plain or decorative iron brackets. Incorporating hanging signs into the street scene can add interest and individuality. Too many however, can produce a cluttered appearance.

The size of the sign should relate to the size and scale of the shopfront and building. There should normally only be one hanging sign per building and this should generally be positioned at first floor level. The sign should be positioned so that it does not obstruct the fascia or any architectural details.

Signs which project a picture, symbol or simple logo can often add character to an area and be successful in identifying individual premises.

Examples of traditionally designed hanging signs.



High Street West, Glossop



High Street, Chapel-en-le-Frith

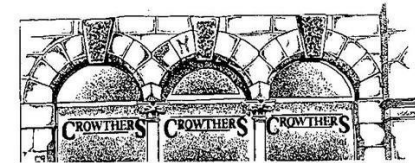


High Street East, Glossop

Many projecting signs use materials such as acrylic, perspex and plastic, which although appropriate to modern buildings may not be in keeping with older historic properties. Painted timber is preferred on older buildings, or in sensitive areas. Projecting box type signs tend to be bulky and uniform in style. The display of internally illuminated box signs and signs illuminated by neon tubes will not be appropriate in Conservation Areas.

## SIGNS ON GLASS

Letters painted directly onto glass was a fashion of the late 19th Century and is suitable where no appropriate place for a standard sign exists.



The Quadrant, Buxton

## LETTERING

Lettering can evoke and enhance the image of a shop and business and can add to the decorative interest of a shopfront. An immense range of typefaces were handpainted onto the fascia board or glass. Traditionally light lettering was used on dark backgrounds. Gold leaf or gilt was widely used as this had a high reflective quality and depth was created by shading and blocking of letters. Traditional forms of lettering will be more appropriate on historic buildings or in Conservation Areas. Individually applied letters are sometimes an acceptable alternative and are used widely on Public Houses. The use of lettering should reflect the character of the building and be in proportion to the depth of the fascia. Internally illuminated signs are not considered suitable within Conservation Areas, where traditional forms of lettering should be applied.