

SHOP FRONT & SIGN GUIDE



RICHMOND HERITAGE PARTNERSHIP SCHEME



GENERALLY

The design of a shop front, fascia and hanging sign contributes to a building's composition and character. In a town centre like Richmond where most buildings are listed, the impact of individual shop fronts is very important. This is because they contribute to the wider setting and appreciation of this historic environment as a whole.

The simple guidance in this leaflet, if followed, will go a long way to ensuring new proposals are not only sympathetic to the building's character but enhance the streetscape and are ultimately good for business.

Since 2006 the Heritage Partnership Scheme has been offering 70% grants for traditional shop fronts and up to £700 for shop front decoration and signs.

The scheme aims to restore the Georgian character back to the town centre, and is restricted to commercial properties.

It is a partnership scheme run by the Richmond Swale Valley Community Initiative, Richmondshire District Council, Yorkshire Forward and English Heritage.

for
**Town Centre
Commercial Properties**

RICHMOND

Run by the Richmond Swale Valley Community Initiative and Richmondshire District Council

**Enhance your property
and boost your business!**





- ✓ Fascias should be in proportion to the building and shopfront
- ✓ Fascia to include a cornice to the top and moulding to the bottom

- ✓ Architectural details forming a feature
- ✓ Individual mounted or hand painted letters
- ✓ A single pale or rich heritage colour works best
- ✓ One traditional hanging sign on a simple bracket at fascia level
- ✓ Painted timber works best in an historic environment
- ✓ Adverts should relate to the unit they are advertising



Drawings provided courtesy of John Harland

- ✗ Projecting box fascias are too bulky
- ✗ Plastic and other modern materials should not be used
- ✗ Internally illuminated boxes dominate rather than compliment a building
- ✗ Garish and modern colours should be avoided
- ✗ High gloss white has a very stark appearance
- ✗ Obscuring the architectural detail of a building should be avoided

- ✗ Excessively deep fascias detract from the qualities of the historic building
- ✗ Avoid clutter which confuses the message being displayed
- ✗ Reflective plastics make signs hard to read

