

Signage and adverts



Image: Hanging sign at 1 Palace Street, Canterbury

Good quality advertisements and shop signs contribute positively to the character and attractiveness of an area.

Shopkeepers need to advertise their presence, but poor design and unsympathetic materials can have a negative impact on an area.

Advertisement consent is required for some types of new or replacement shop front signage, including illuminated signs. Before undertaking any work, it is advisable to read the shopfront design supplementary planning guidance in full bit.ly/3VysHEG

Image (below):
Signwriting at 1 Sun Street, Canterbury



Considering changes to your shopfront?

Before undertaking any work, you may wish to obtain pre-application advice from Canterbury City Council. For further information look at our website canterbury.gov.uk/pre-planning

Shopfront design

A quick guide for owners, developers and designers



Shopfront design supplementary planning document

The Canterbury district is fortunate to have a legacy of high-quality historic shopfronts which enhance the character and appearance of our city, towns and villages. Canterbury City Council is committed to maintaining this quality.



BEFORE



AFTER

Our guidance is intended to help owners, developers and designers achieve high standards in shopfront design and take a sensible and sensitive approach to security, signage and materials.

Core Principles

Historic shopfronts should be retained and repaired wherever possible. When a historic shop is being converted to an alternative use, good quality shopfronts should be retained.

The replacement of traditional shopfronts with modern utilitarian designs is discouraged.

Refurbishment of existing traditional shopfronts, including redecoration and new signage, can provide a new, fresh image.

The city council will favour the replacement of inappropriate shopfronts with better quality, sympathetic designs where they would enhance the street or area.

There is a place for good contemporary design in the right context (such as modern buildings) and accurate restorations based on historic evidence.

For further information read the full guidance and, if you wish, apply for pre-application advice.

Illustration (below): Traditional late Georgian shopfront © Clive Bowley

Key:

- | | |
|-----------------------------------------------------------------|-----------------------------------------------------------------------------|
| A. Lead capping to canopy | H. Plain pilaster |
| B. Fanlight | I. Reeded sub cill |
| C. Reeded transom | J. Stallriser panel with flush header panels |
| D. Projecting canopy supported on cornice | K. Plinth block |
| E. Fascia board with scalloped ends | L. Skirting |
| F. Capital | M. Doors recessed slightly |
| G. Window sashes with 2ft panes (1st available from about 1830) | N. Door glazing sash recessed to accommodate solid removable shutter panels |



Illustration (below): Traditional late Victorian shopfront © Clive Bowley

Key:

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|------------------------------------------|-------------------------------|
| A. Integral roller awning blind | J. Moulded cill |
| B. Panelled fascia and truss | K. Turned base glazing bar |
| C. Blind stays | L. Large pane glazing |
| D. Fanlight | M. "Mopstick" glazing bars |
| E. Cornice transom | N. Turned glazing bar capital |
| F. Panelled pilaster | O. Transom |
| G. Plinth block | P. Fanlight |
| H. Moulded skirting | Q. Inclined fascia board |
| I. Stallriser panel with recessed panels | |

