Signage and adverts



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





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.





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.



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

G

Victorian shopfront © Clive Bowley

- A. Integral roller awning blind
- B. Panelled fascia and truss
- C Blind stays
- D. Fanlight
- E. Cornice transom
- Panelled pilaster
- G. Plinth block
- H. Moulded skirting
- Stallriser panel with recessed panels

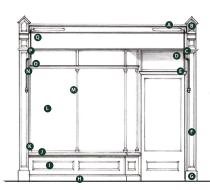


Illustration (below): Traditional late

- Moulded cill
 - K. Turned base glazing bar L. Large pane glazing
 - M. "Mopstick" glazing bars
 - N. Turned glazing bar capital
 - O. Transom
 - P. Fanlight
 - O. Inclined fascia board