



Lancing Vision Delivery Partnership

Shop Front Guide

The appearance of shops can make a real improvement to an area, and in Lancing good quality shop fronts will be a significant step towards developing the village character. The style, colour, materials, signage and displays in shop fronts should reinforce the Lancing identity. Below are a number of key design considerations and examples to inspire the business community to be creative.

Simplicity and elegance

Choose a simple design which shows off the elegance of the colour, sign letters and other detailing through its quality. Clutter on the façade from plastic and multiple projecting signs, poorly designed canopies, over dominant lighting fixings, and over complex designs should be avoided as they detract from the quality of the appearance.

Quality materials and techniques

Shop fronts in Lancing should reflect tradition, skills and trades. The use of natural products such as timber and hand painted signage should, for example, be promoted. Modern materials such as plastics, aluminium, Perspex and stainless steel can be appropriate if they are of the highest quality and detailing. The use of acrylics or shiny materials tends to cheapen the appearance of shop fronts and their use should be avoided, particularly over large areas.

Complement and interface with the building

Study the building to which it the shop front will be attached and the neighbouring buildings to create a design that complements and bring out the best in the building. There are buildings in Lancing with interesting characteristics, and good quality shop fronts fitted to those and other buildings would better reveal and make buildings more attractive.

Proportions and styles

Window proportions should reflect the proportions of the building and should be broken up into smaller compartments by timber mullions and glazing bars where appropriate. Large plate glass shop fronts should generally be avoided unless it can be demonstrated that this fits well with the building style. Shop fronts should not extend across a number of building units. Even if a shop occupies more than one unit, the shop front should

respect the sub-division of the building. The design of doors must be in keeping with the quality of other elements of the shop front. The materials used and style should match those of the main windows, including for example the use of timber to divide the glazing into compartments.

Quality signage

The shop sign is the face of the business and brand. The quality of signage is crucial to achieving a shop front that reflects the character of a village and that draws in potential customers. More modest, but good quality signage has a greater impact than over dominant signs. The main sign on shop fronts in Lancing should sit flush with the façade or have limited projection. The lettering should either be hand painted or individually applied lettering. The use of acrylic or fluorescent materials in signs is considered inappropriate and should be avoided. Horizontal projecting signs are common to villages and can help to create that character in Lancing if well designed. They should be fixed at the top of the façade and not above. Street numbers must be visible on shop fronts.

Lighting

Lighting on shop fronts can add to the attractiveness of Lancing in the evening and also help to make people feel safer. Lighting needs to be carefully designed so that it helps emphasise quality features of the frontage. Neon signage should be avoided.

Displays and window dressing

The display of products in and outside shop windows has an important role in making a shop attractive to potential customers and contributes to the character of an area. The window dressing should tell a story about the offer and entice people in through the colour scheme, positioning and selection of the products. Stacking and hanging products are examples of ways that displays can be made interesting, as well as using some fabrics and flags. Displays that have a theme can be powerful, and the theme can be changed regularly to attract interest from passersby.