

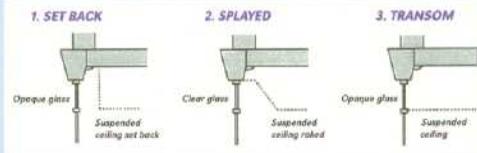
## SECURITY

In all instances where security shutters are being replaced or installed there will be a presumption that the application should reflect either an approved design or an improvement in the current situation.

Traditionally many windows in the Merchant City are secured by demountable wire grilles, which are still effective. Solid aluminum or metal shutters (roller shutters) which create a dead appearance in the street after hours are not desirable and will be resisted. A compromise situation is the installation of a chain link or brick band roller grille installed behind the glass frontage. The housing for the shutter should be inconspicuous and integrated into the upper frame of the display window. This may require to be combined with armour plated glass. Alarm boxes should avoid cutting across architectural features and may be painted to blend with background.

## LOWERED CEILINGS

These are often a visual problem when they create an unsightly junction with the window or lead to an over deepening of the fascia to disguise the suspended structure behind. Preferably suspended ceilings should be removed altogether where original proportions and ceiling plasterwork survive. If this is not possible however several design solutions can be used:



1 & 2 illustrate the method by which the suspended ceiling is kept clear of the shop window itself whilst still dropping down over most of the internal area; Section 3 illustrates an option whereby the suspended ceiling abuts the rear of the horizontal transom frame-usually found in high Victorian or Edwardian frontages and where the glass above the transom is usually obscure or coloured.

*All works to retail frontages should be characterised by an individuality of style, a uniqueness of place (and product) and broad public appeal - all the hallmarks of a good, successful and sustainable commercial sector.*

## MAP OF ELIGIBLE AREA



Under the THI grants will also be available for a range of repair and re-instatement projects involving historic buildings within the boundary area:

- Building repair (essential repairs to external fabric of historic buildings)
- Reinstatement of features (e.g. missing balustrades, return to sash and case windows, etc)
- Bringing historic floorspace into use (e.g. re-use or conversion of floors above shops to housing)
- Limited funding is also available for appropriately high quality works to public realm.



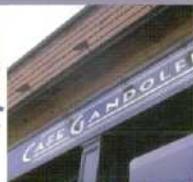
For further information about the Townscape Heritage Initiative and the range of grants that are available to upgrade retail frontages within the THI area contact:

**MERCHANT CITY THI  
TOBACCO MERCHANTS HOUSE  
42 MILLER STREET  
GLASGOW G1 1DT  
T. 0141.248.2808 F. 0141.248.2818  
e: [info@glasgowmerchantcity.net](mailto:info@glasgowmerchantcity.net)  
OR VISIT THE WEB SITE AT:  
[www.glasgowmerchantcity.net](http://www.glasgowmerchantcity.net)**

# SHOPFRONT GUIDE



## GLASGOW'S MERCHANT CITY



advice and guidance for shop owners planning to upgrade retail frontages

Online version from:



Visit us at:  
[www.glasgowguide.co.uk](http://www.glasgowguide.co.uk)

## RETAIL IMAGE

Shops in the Merchant City have a vital role to play in ensuring that the area maintains a vibrant and interesting range of economic activity, whether as shop windows, cafe and restaurant frontages or other public services such as banks.

Within the Merchant City there are numerous examples of excellent original, traditional and modern shopfronts. There are also many examples of extremely poor shop frontages which pay little attention to the building in which they are located either in proportion, materials or overall design.

All shopfronts have certain common features:

- ground floor, and highly visible to the passer-by,
- goods displayed through large, usually glazed frontages, advertising and signage,
- require to be fully accessible to the public during hours of operation, but
- seek to be impenetrable to the public outwith these hours via shutters, security measures, etc.



## UPGRADING YOUR SHOPFRONT

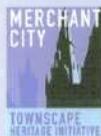
Grants are now available to retailers WITHIN THE TOWNSCAPE HERITAGE INITIATIVE AREA who wish to upgrade or improve their shopfront. Before proceeding you will need permission from Glasgow City Council, Development and Regeneration Services.

Within the Merchant City there is no truly predominant style, so rigid uniformity is not an issue. All schemes must however respect the period, material and design of the building it is located within and beyond that to respect the rhythm and character of the street and the Conservation Area.

## MERCHANT CITY TOWNSCAPE HERITAGE INITIATIVE

The Townscape Heritage Initiative (THI) is a five year regeneration programme funded by Glasgow City Council, Scottish Enterprise Glasgow and the Heritage Lottery Fund. It aims to offer grants to property owners within the eligible area of the Merchant City (see map re. boundaries) for high quality repair and restoration schemes.

Through the THI grant assistance is available to enable shopowners to improve and upgrade their shopfrontage in accordance with an improved enhancement scheme. Eligible works might include:



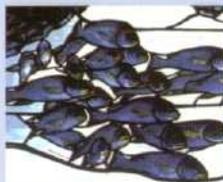
- removal of inappropriate shopfront and re-installment of approved design;
- removal/remodeling of inappropriate fascia or advertising and replacement with approved design;
- re-decoration if part of renewal scheme
- lighting and security measures.

Where an authentic/original shop frontage already exists - this will usually be capable of retention and refurbishment as more cost effective and invariably appropriate to the building in which it is housed. Other original detail such as plasterwork, ceramics, glass or joinery may often be uncovered during refurbishment works and allowance should be made for assessment, repair and restoration.

Additionally some later re-modeling, e.g. Art Deco may also be interesting and merit serious consideration for retention. It is unlikely that partial improvement works e.g. new fascia sign which ignores inappropriate window/door frames will be eligible for THI grant.

Schemes that seek to restore shop frontages whilst the building as a whole is in poor repair will NOT be eligible until more comprehensive repairs have been completed, however, schemes that restore or create a new access to previously inaccessible upper floors will be given high priority.

Advice and guidance is available to help an owner arrive at a suitable design solution and access grant aid to implement this.



## SIGNAGE & ADVERTISING

Internally illuminated box fascias or projecting box signs will generally be resisted, particularly where their materials, colours or proportions are out of keeping with the building and character of the area, or where any illumination may affect the amenity of residential property.

Traditional canvas awnings may have survived and may be re-used if inconspicuously housed. Dutch canopies, obscuring the fascia are however not encouraged and use of plastic or plastic coated material is generally inappropriate.

Windows should not be used as advertising billboards alone but as display showcases. Accordingly - owners should avoid covering more than 10% of the glazed frontage with advertising posters and temporary notices.



## LIGHTING

Generally, there is little requirement to illuminate the actual shop fascia if located within a well lit street, and it is probably more effective to concentrate lighting on internal illumination which both showcases the goods and allows light to 'spill out' onto the street, so increasing perceptions of safety and the pedestrian friendliness of the area.

Should external lighting of the fascia or projecting sign be necessary efforts should be taken to ensure that the fittings are unobtrusive and the minimum required to achieve illumination.