

A Guide to Maintaining Character & individuality to Dunblane shopfronts

Introduction

Shops make a significant contribution to the distinguishing character of Dunblane and they represent an important link with the social and cultural history of Dunblane. Family businesses, shops and architecture are all closely related to our history. With this in mind Discover Dunblane BID is keen to support businesses in preserving this sense of history, through the Premises Improvement Scheme.

The primary purpose of a shopfront is to attract attention of shoppers. Appropriate signage, paint finishes, inviting entrances and attractive window displays all influence the potential customer. Conserving the historic features of shop fronts is a key factor in enhancing Dunblane as a go to destination for local shoppers and tourism.

The following pages provide information on the standards that we are looking to achieve, that will help to preserve historic features and support the re-branding of Dunblane as a High Street retail space for quality shops and services, relaxation and social interaction.

Discover Dunblane strongly encourages the use of local Dunblane based businesses for all work. Please use the contact details provided in this document if you require information on local tradesmen.

If you have any questions regarding any aspect of this document, simply send an email to info@discoverdunblane.co.uk or call 07474 343994

We are fortunate to have a traditional 19th and early 20th century high street. This defines the character of Dunblane town centre and is a key asset in attracting shoppers and tourists alike to our fair City and to your shop.

This paper provides some guidelines on how you can make the most of your shop front asset to create a vital and vibrant town centre where businesses can thrive.



Features typical of a traditional Dunblane shop-front, which we wish to maintain and restore, include;

- ✓ Recessed door with lobby area
- ✓ Shop gate for splayed entrances
- ✓ Storm doors for square entrances
- ✓ Fascia for the name of the business
- ✓ Window frames are timber, bronze or cast iron
- ✓ Shop-front constructed of stone and/ or timber
- ✓ Timber and glass entrance doors with fanlight above the door



Other features in Dunblane may include

- ✓ Ceramic tiling on stall riser and/ or lobby floor
- ✓ Decorative console brackets on the fascia
- ✓ Glazed showcases in entrance lobbies
- ✓ Traditional blinds
- ✓ Decorative pilasters framing the shop-front



There are many ways you can improve the look of your shop-front so that it is an asset to your business and benefits the wider town centre of Dunblane.

Signs and lettering

Use of imaginative, sensitive lettering can attract customers and significantly enhance the appearance of your retail building.



The BID does not support A-boards (of

The signage you use on your shop-front can have a major impact on the appearance of Dunblane.

any material) or illuminated signs, as these can seriously detract from the appearance of your shop and the traditional character of the town.

Traditionally, a timber fascia would have been used with the name of the business in hand-painted letters or individual cut-out letters of timber or metal. Modern signs tend to be of plastic materials which although inexpensive, are generally unsympathetic to the appearance needed for traditional shops. Sign-written lettering allows for flexibility of design, can reflect your retail brand and is relatively cheap, easy to alter and maintain.

Guidance on effective signage

- ✓ Use lettering of a size and style appropriate for your shop-front
- ✓ Signs can be creative and stylish reflecting the brand of the retailer. Often less is more; huge garish signs are not appropriate for a small scale High Street like Dunblane
- ✓ Lowering the fascia level can have a detrimental effect on the aesthetic of the shop-front. Use the original fascia where possible
- ✓ Hand painted lettering is cost effective and looks good on traditional shop-fronts.
- ✓ Hanging signs may be appropriate but care should be taken in their size and style.



NOTE: Signage requires Advertising Consent. You should seek advice from Stirling Council before altering your signage.

Paint colours and finishes



The choice of paint colour for signage and your shop-front will often be related to your businesses brand image. Generally, darker colours are more sympathetic to traditional shop-fronts and very pale colours tend not to be successful. **The colour chosen should reflect the shop-front, parent building and the wider townscape.** Careful combinations of colours can be effective but needs to be carefully considered. Varnished finishes were traditionally reserved for high quality hard-woods. They also tend to require higher maintenance than paint finishes.

Ceramics

Many shop-fronts in Dunblane have ceramic tiling. This may be as lobby floors or as tiles on the stall-riser. Adjacent close entrances may also have tiled walls. Hygienic and hard-wearing, tiles were introduced in the late 19th century for their aesthetic as well as practical qualities.

Tiles on lobby floors may be encaustic and geometric tiles, sometimes with a marble step. 1930s shops used terrazzo, a man-made product which is very hard-wearing and attractive. Mosaic was popular in the Edwardian period Glazed bricks are also used on stall-risers as an easy to clean product.



If possible surviving historic tile schemes should be retained and conserved. They are an important detail which is both practical and attractive.

Security

The shops in Dunblane were traditionally protected using wooden shutters with shop gates for splayed entrances or storm doors for square entrances. Modern roller shutters are generally unsympathetic to historic buildings and create a dead and unwelcoming feeling in a street. Creative security measures can enhance the appearance of your street whilst still protecting the shop-front from damage.



Window displays

Traditional shops in Dunblane were designed to have good display areas, sometimes with showcases at the entrance. Keeping windows open and inviting with appealing displays can have a significant effect on trade and the wider appearance of the street. Discover Dunblane can support you with this aspect of shop frontage through introductions to professionals in this field.



Blinds and Awnings

For many shops, it is vital to have a blind to protect goods from the sun. Where original blinds survive in a blind box on the shop-front, these can usually be successfully restored. These have a better appearance than modern fixed canopy blinds as these hide architectural detail.

The way your shop window looks can have a considerable effect on attracting customers into your shop.

Permissions and Consents

The Discover Dunblane group hopes that you found this material both informative and interesting and that it will be of some use should you decide to undertake any alterations to your premises appearance.

Please remember when you alter a listed building or a shop-front within a Conservation Area (which Dunblane High Street area is), you may need to apply for appropriate consents from Stirling Council.

Further advice is available from

Historic Scotland: www.historic-scotland.gov.uk

Stirling Council: www.stirlingcouncil.gov.uk

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