

DESIGN BRIEF

Delph row of shops

Numbers 5-15 West Street, Swadlincote, South Derbyshire, DE11 9DG

This row of shops is in a key location fronting the Delph. Over recent decades the condition of some of the buildings has become a cause for concern. The general appearance of the block is now poor and the aim of this design brief is to set out a future vision for this building and to encourage and support improvements through offers of grant funding.

The key aims are:

- To bring back the original rhythm of this building – improving the continuity of this frontage and heightening its impact and stature;
- With a consistent and uniform approach, to provide the opportunity for signage at a higher level that would be visible above the row of trees;
- Introduce a consistent material and finish to the top of the building, further contributing to appearance and continuity and also dealing with some of the most unsightly parts of the building at present;
- Introduce a preferred palette of materials to also aid general appearance, rhythm and continuity. Whilst also allowing some flexibility and freedom for different units to market their business effectively.
- Introduce a workable and flexible plan that allows different units to make improvements at different times without suffering periods where the building looks at odds – this can be achieved by using the existing window spacing, approximate sign locations and not dramatically altering the overall appearance of the building.

Figures 1 and 2 below provide more detailed information and a visual illustration of the proposed approach.

Materials

Window frames – powder coated aluminium – dark grey (RAL 7016). Window proportions and frame thickness should match existing.

Cladding along the top of building – powder coated aluminium – dark grey (RAL 7016)

Window signage – locations illustrated in Figure 1 – etched glass effect vinyl – frosted white/light grey (no colours), see example image below.

Smoked glass (see figure 1) – dark grey/black



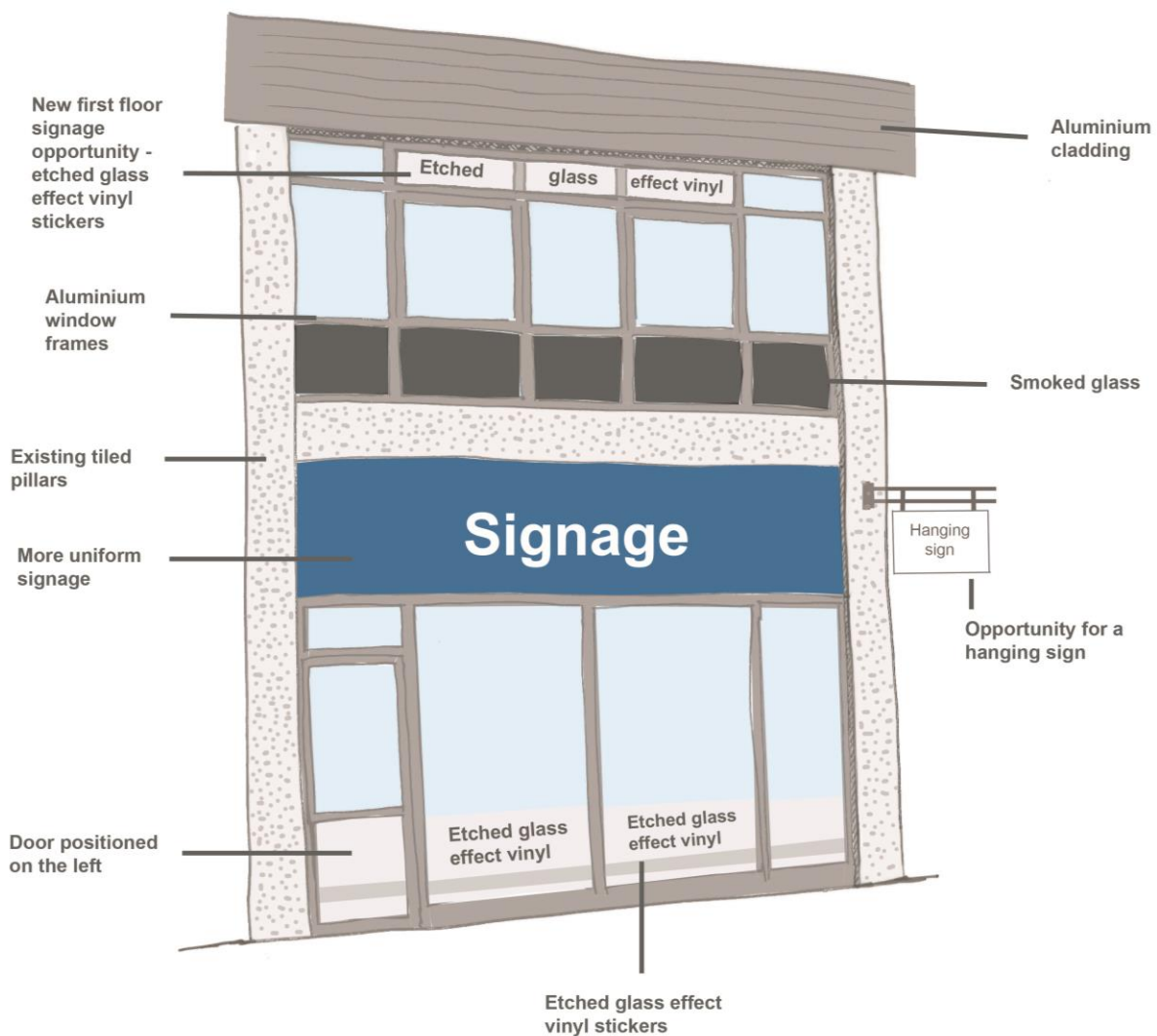


Figure 1 (above) – example of possible shop front improvements

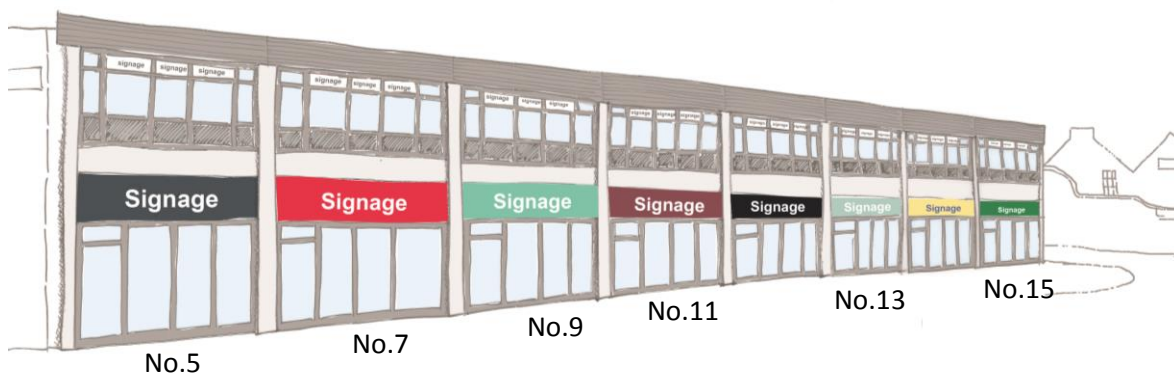


Figure 2 – Rhythm and repetition of more uniform frontages has a collective impact that improves the appearance of the building