



Shopfront to Shopping Mall Retail Unit n°. 1 St Marys Butts RG1 2LN – Signage and Mesh Roller Shutter incorporated System

Introduction: The Application site Retail Unit is within a town centre shopping mall.

The retail unit has changed tenancy. The installed roller shutter was initially carried out to commence trading amid security concerns for secure locking ability externally at the end of each trading day. Due to the uneven threshold, further exacerbated by the angled shopfront full height glazing the installed mesh roller shutter seems to be the most viable solution.

To prevent unsightly protrusion of the roller shutter housing, the signage was designed to form an integral design solution in relation to the facade and the contextual streetscene.

In terms of colour scheme, the integrated design solution of the roller shutter housing and the illuminated signage design and colour scheme form a reasonably pleasing solution in relation to the overall façade along the St Marys Butts Shopping Mall Parade.

Secure fit to shopfront: The Roller shutter housing reasonably concealed is of a mesh system to ensure views into the shop when closed are still possible. This will act as a deterrent, should a break in occur. Also the external locking system works well for the uneven/ramped threshold.

Signage and Roller Shutter Design Solution: The signage and carefully incorporated roller shutter housing, as well as colour scheme, within it's location in relation to the façade and surroundings. Forms an elegant solution that contextually sits well within the St Marys Butts Road streetscene.

See accompanying drawings and site photos.



63 Twyford Road, West Harrow, Middlesex. HA2 0SH

Hallmark Trade Centre - Unit 36 - Fourth Way, Wembley. HA9 0LB – Site Context – 24/08/24



Pre Existing Client Signage without Roller Shutter



New Signage and roller Shutter Housing Angled Shopfront Glazing and Ramped Threshold



Mesh Roller shutter down



Housing for roller indicating mesh Roller Shutter housing below



Uneven surface



Ramped Surface/Angled shop front glazing



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Front view in Context of Streetscene



Illuminated Signage Dimensions



External Roller shutter system within same Shopping Parade

Signage incorporated in external Roller Shutter system





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External Mounted roller shutter below retail unit within Parade



Other shops with various signage systems along the Streetscene.