

Earl's Court Shopfront Design Guide



Supplementary Planning Document

A guide to bring a unified identity to Earl's Court Road District Centre's characterful shops and businesses

Adopted 20 March 2026



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

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Contact us

If you have any queries about the design guide or would like to speak to the project team, please email:
GrowthandDeliveryTeam@rbkc.gov.uk
or call 020 7361 3012 (Planning Line).

Revitalising Earl's Court Road

The Council is working to enhance Earl's Court Road's special character and make it a more appealing place for residents and visitors to shop, eat, meet and spend time.

We want to ensure this bustling historic heart of Earl's Court will complement and benefit from the development of the exhibition centre site and the significant change it will bring to the area.



Historic streetscape

There are high quality, historic buildings along the Earl's Court Road. However, over time businesses have made changes to their shopfronts in an uncoordinated manner that has eroded the inherent quality of the architecture and historic features.

Although the fabric of the buildings and the nature of the shops and businesses have evolved, it can be useful to refer back to historic images to shape shopfront improvements today.



EARL'S COURT RD S.W. 8584.

Why do shopfronts matter?

We know that characterful shopfronts in a high street with a unified design produce a streetscape with a strong identity and attract visitors and customers to the area.

A well-designed shopfront reflects the quality of what customers will find inside the shop and is good for business.

The Mayor of London's [High Streets for All report](#) recommends investing in the physical fabric of high streets to improve their accessibility and attractiveness. This will encourage Londoners to use them more and improve perceptions of crime and safety.



Before



After

Picture credit:
Morley van Sternberg

Shopfront improvements project which has brought a coherent local identity to High Road Leyton

How to use this design guide

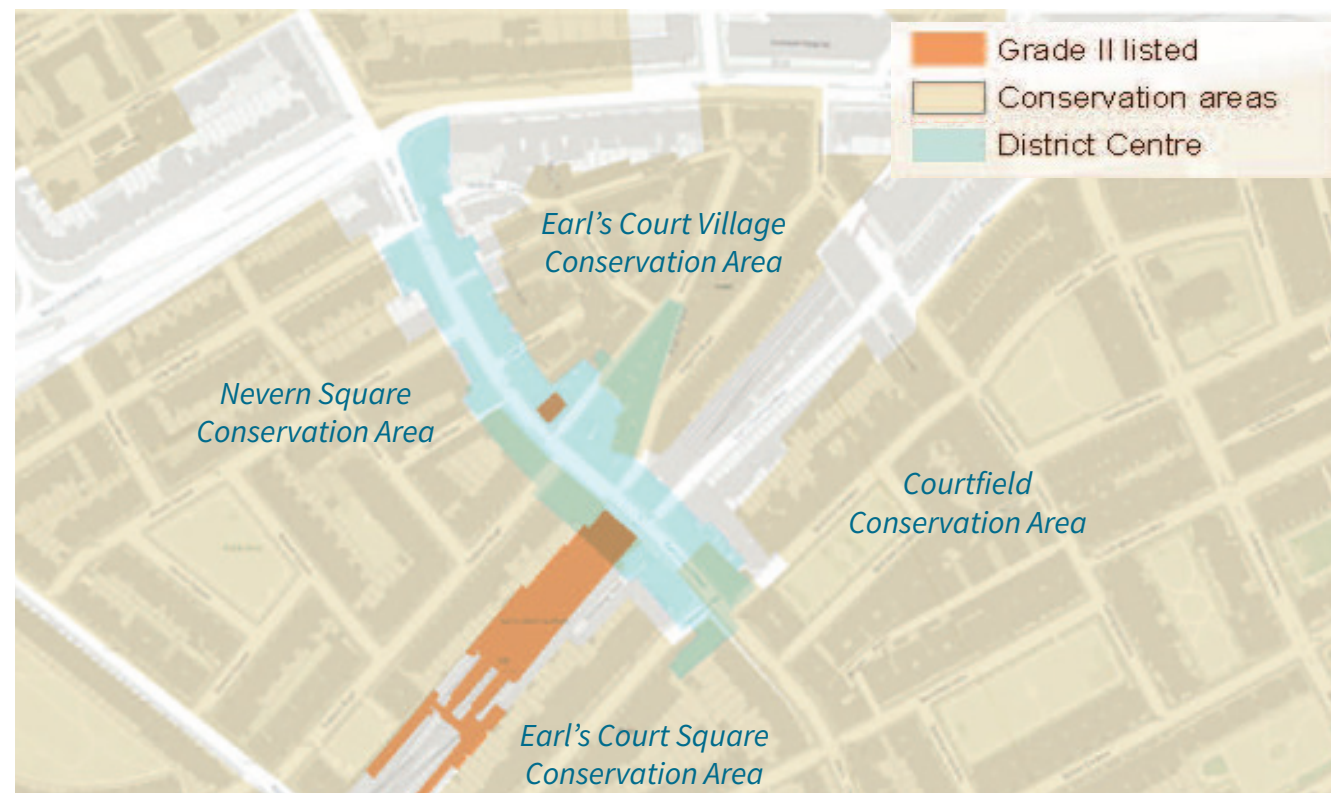
This design guide will help businesses improve their shopfronts and bring a more unified design identity for the high street.

It is for business owners new to Earl's Court Road District Centre planning to install a new shopfront or signage, as well as more established business owners looking to improve or change their current shopfront or signage. It is also for designers and architects working on proposals.

To support your shopfront design, please:

- follow the [design code](#), and
- incorporate the [specific recommendations for your shop](#)

The principles in this guide apply to shopfronts in many locations, including shops and businesses in Earl's Court generally. However, the design guide has been developed for and applies to Earl's Court Road District Centre (see map, below).



Map of Earl's Court Road District Centre and heritage assets

It provides more detailed guidance to help achieve the vision for Earl's Court as set out in Policy PLV14 of [the Council's adopted Local Plan 2024](#).

PLV14: Earl's Court

- A.** Earl's Court will continue to provide a wide range of services for local residents and visitors reflecting its role as a district centre and key transport hub. The nearby redevelopment of the Opportunity Area will help to transform it into a vibrant centre that draws from its legacy, delivering a strong cultural element. Shopfronts and public realm improvements will reflect the surrounding heritage.

Place vision PLV14 extracted from the Local Plan 2024

Applying for planning permission

This guide, as an adopted Supplementary Planning Document, is a material consideration in determining shopfront planning applications within the District Centre. Applications should demonstrate how the proposals meet the guidance.

When applying for shopfront planning applications, also consider the impact of the proposals on the character and appearance of the relevant Conservation Area(s) and Listed Building(s). More details can be found on the [Council's Heritage and Conservation webpages](#). Listed Building Consent may also be required.

Further guidance is also available on [how to apply for planning permission and pre-application advice](#).

Elements of a shopfront

The diagram below sets out the main features of a shopfront. People use different terms for some elements but, to avoid confusion, the design guide only uses the terms below.

- 1 Commercial entrance
- 2 Entrance to upper floors
- 3 Stallriser
- 4 Pilaster
- 5 Corbel
- 6 Fanlight
- 7 Mullion
- 8 Transom
- 9 Projecting sign
- 10 Facsia
- 11 Cornice



Positive shopfront features

These drawings demonstrate how the design and positioning of the individual elements can, in these two examples, produce a shopfront that makes a positive contribution to the high street (see below), and one that does not (page 9).



Positive example of a shopfront

Negative shopfront features



Negative example of a shopfront

Design code

Follow this set of specific and concise parameters, each with a rationale, when redesigning or altering your shopfront.

1. General

- 1.1 Historic or original features of a shopfront should be retained and restored and should not be obscured.

To preserve and enhance the character and appearance of the relevant conservation area as well as the overall streetscape

- 1.2 Where multiple original units are merged, the shopfronts of the original units should be retained. Vertical divisions (pilasters and corbels) should be retained or reinstated. Fascias should not extend across multiple units.

To retain the rhythm of the shopping parade and the relationship between the shopfront and its host building

- 1.3 Open shopfronts without a door or solid base to the building are not supported.

Open shopfronts appear as a void, breaking up the continuity of a parade of shops and giving a weak base to a building

- 1.4 Only two or three colours should be used on any single shopfront.

To create a harmonious appearance within the streetscape and clearly identifiable shop

- 1.5 Cables, including those that run from the ground to upper floors, should be clipped and pinned to the facade.

To give a tidy appearance and for safety reasons.



1.1 Retain and restore historic features



1.2 Retain vertical divisions for multiple units

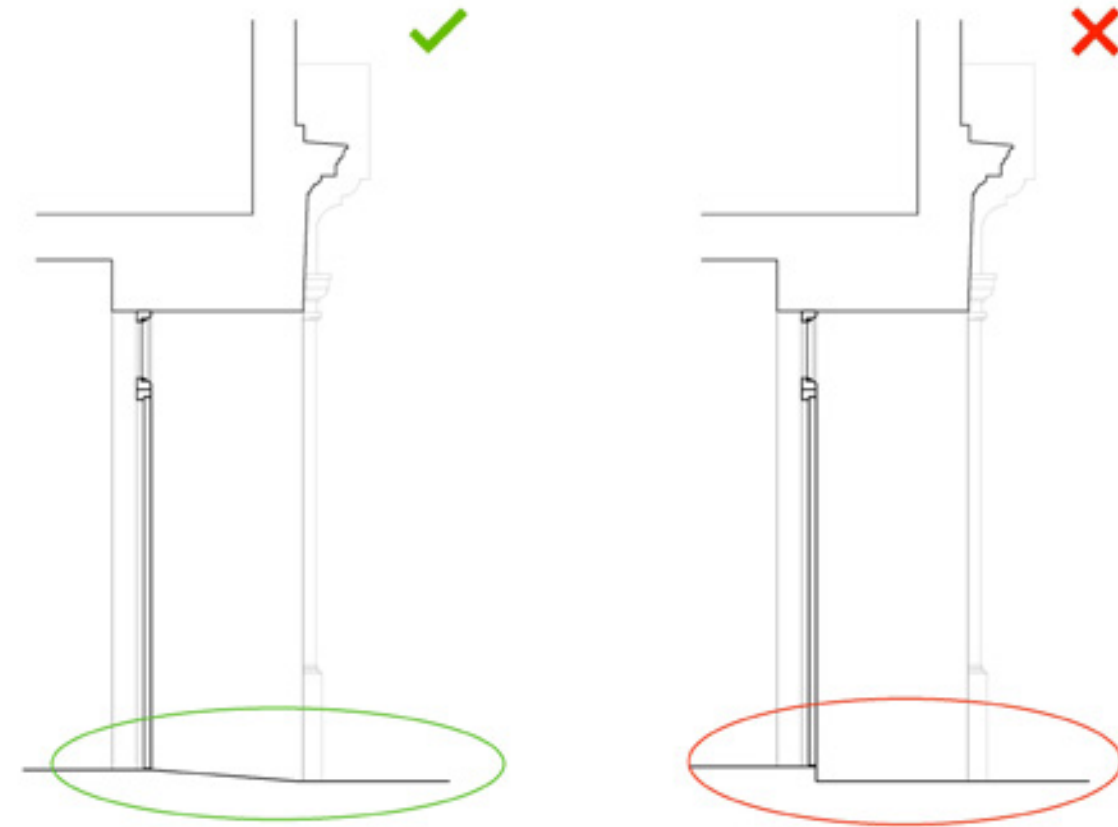


1.3 Open shopfronts not supported

2. Access

- 2.1 Level access should be provided from the street with a maximum threshold of 15mm. Where a level change is unavoidable, an internal ramp should be provided with a non-slip surface.

To maximise the number of people who are able to access commercial and community facilities on the high street; To comply with Part M of Building Regulations



2.1 Level access

3. Materials

- 3.1 Traditional materials - timber and metal (except natural aluminium) - should be used for shopfronts. Widespread use of acrylic, plastics and other synthetic materials is not supported.

To give a high-quality appearance; Traditional materials are more sustainable and cost effective because they have a longer lifespan and can be repaired and updated

4. Shop frame

- 4.1 Pilasters and corbels should be retained or restored where original or reinstated. They should not be obscured. They should be retained or reinstated to follow the original rhythm of shopfronts where multiple units have been merged.

To provide a frame to the shop and a vertical rhythm to the street



4.1 Restore pilasters and corbels

- 4.2 Stall risers should be retained or restored where original or reinstated. The height of neighbouring shops' original stall risers should be considered in the design, with heights approximately 20% of the overall shopfront height. Stall risers should not exceed the base of the pilasters.

To provide a solid visual base to the shop, provide protection from the street and for coherence with other shops on the street



4.2 Restore stall risers

- 4.3 Cornices should be retained or restored where original or reinstated. They should not obscure the windows of the upper floors.

To provide a frame to the shop and ensure the shopfront is in proportion to the rest of the building

5. Fascia

- 5.1 The height of the fascia should be 15-20% of the overall height of the shopfront and should align and not exceed the vertical range of the corbels.

To ensure the fascia is in proportion to the rest of the shopfront

- 5.2 The fascia should be set back from the corbels so that the corbels frame and protect the fascia.

For a balanced shopfront and to retain the rhythm of units along the street

- 5.3 The fascia should display only the trader's name, street number, and type of trader, without including any additional information.

To minimise visual clutter and provide clear signage with a high-quality appearance

- 5.4 Fascias should be in timber with either painted lettering or individual letters mounted on pins. Lettering height should not exceed 50% of the height of the fascia.

For a high-quality appearance and for coherence with other shopfronts in the street

- 5.5 Box fascias, reflective signage, use of plastic, vinyl, perspex or acrylic should not be used. Internal illumination should not be used.

For a high-quality appearance



5.1 Height of fascia



5.2 Relationship between fascia and corbels

6. Doors

- 6.1 Doors to shopfront should be painted timber to match the overall shop frame and part glazed. The solid panel at the base of the door should align with the stall riser.

To ensure the door is consistent in appearance with the shop frame

- 6.2 The width of the entrance to the shop should be a maximum of 25% of the width of the unit; this should be the width of the original unit where multiple units have been merged.

To ensure the shopfront has balanced proportions and a vertical rhythm that relates to the host building(s)

6.2 Width of entrance door



- 6.3 Doors to upper floors should be of the same design, colour and material as the shopfront door but unglazed. Fanlights above these doors are acceptable.

To give a consistent appearance and for legibility

6.3 Door to upper floors



7. Glazing

- 7.1 Shopfront windows should be unobscured by large posters or adverts so that there is a view in from the street. There should be no LCD display screens. The glazing should be free of excessive signage or stickers.

To avoid a cluttered appearance, because being able to see into and out of shopfront windows makes an important contribution to the activity and character of the street and encourages customers to enter a shop

- 7.2 Extensive areas of unrelieved glazing should be avoided; transoms and mullions should be used to break up glazing, and these should reflect the vertical alignment of windows in the upper floors.

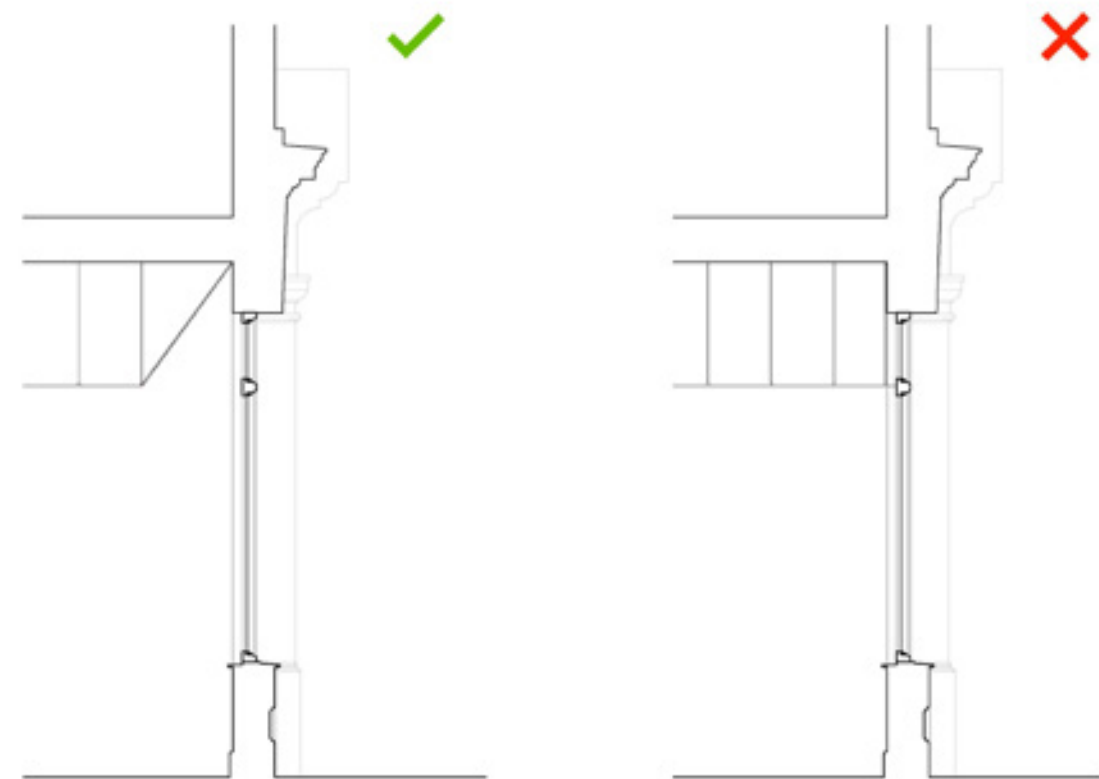
For a high-quality appearance and for coherence with other shopfronts in the street



7.2 Avoid extensive areas of glazing

- 7.3 Internal false ceilings, often concealing plant, should not be perceptible from the street; where present, they should be concealed behind fanlights with obscure glazing. They should not be concealed by boxing or extended fascia boards.

For balanced proportions of the shopfront



7.3 Internal false ceiling

8. Lighting

- 8.1 Illumination of signage is generally unnecessary because street lighting is sufficient. Any illumination should be warm light and kept to a minimum, sufficient only for the sign to be read.

To maintain consistent light levels and an appropriate hierarchy of lighting on the street, and to avoid shopfront lighting detracting from or dominating the overall streetscene, causing light pollution or glare

- 8.2 Any illumination should be external with minimal clutter; wiring should be concealed and light fittings finished in a recessive colour or to match the fascia. Halo-illuminated individual pin-mounted letters on fascia signs could be used.

For a high-quality, uncluttered appearance

- 8.3 There should be no internal box illumination.

For a high-quality appearance

9. Projecting or hanging sign

- 9.1 There should be no more than one projecting or hanging sign per business.

To minimise visual clutter and provide clear signage with a high-quality appearance and for coherence with other shopfronts in the street

- 9.2 Projecting or hanging signs should not be fixed on corbels and should not obscure architectural features.

In the interests of the character and high-quality appearance of the shopfront

- 9.3 Projecting or hanging signs should be a maximum of 600 by 400mm, with a clearance from ground level of 2.4m

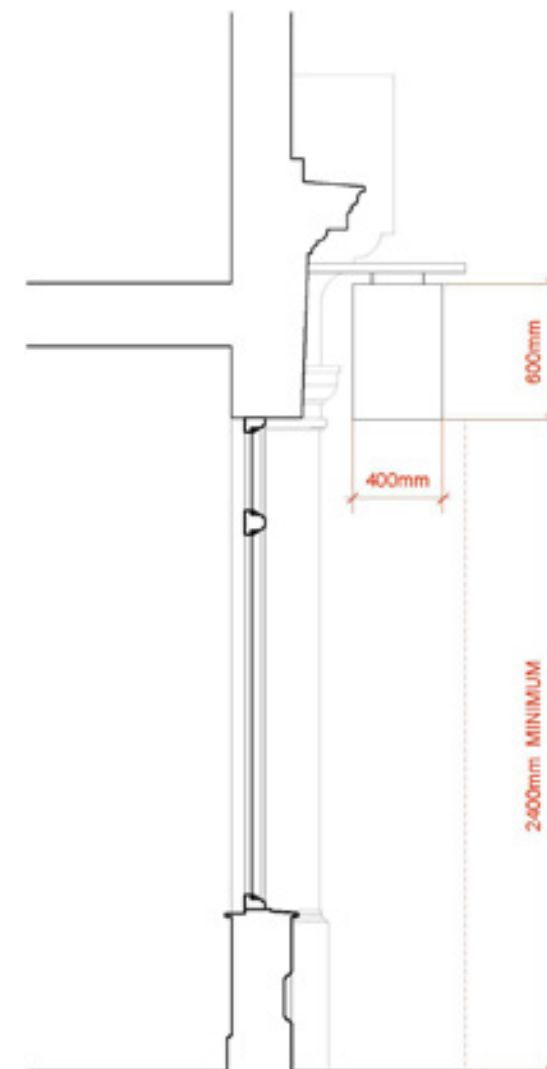
To minimise visual clutter and for coherence with other shopfronts in the street, and for pedestrian safety

- 9.4 Projecting or hanging signs should have minimal text, with the name of establishment or logo only, and lettering and colour to match the rest of the shopfront signage.

To provide clear signage with a high-quality appearance, and for coherence with the rest of the shopfront

- 9.5 Box projecting signs should not be used.

For a high-quality appearance



9.3 Projecting sign dimensions and clearance

10. Awnings

10.1 Awnings and canopies should only be used if needed for shelter or protecting the shop from sunlight.

To minimise visual clutter along the street

10.2 Awnings should be straight, canvas awnings, not Dutch or plastic canopies.

For a traditional appearance in keeping with the character of the area

10.3 There should be a minimum clearance from ground level of 2.4m, and awnings should not extend to beyond 450mm from the kerb edge.

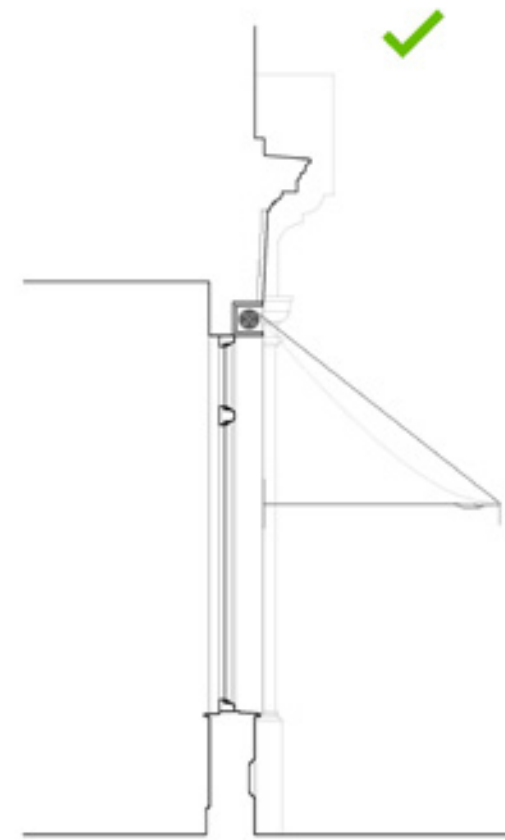
For pedestrian safety

10.4 Awnings and awning boxes should not obscure architectural details and should be flush with the fascia, demonstrated through section drawings.

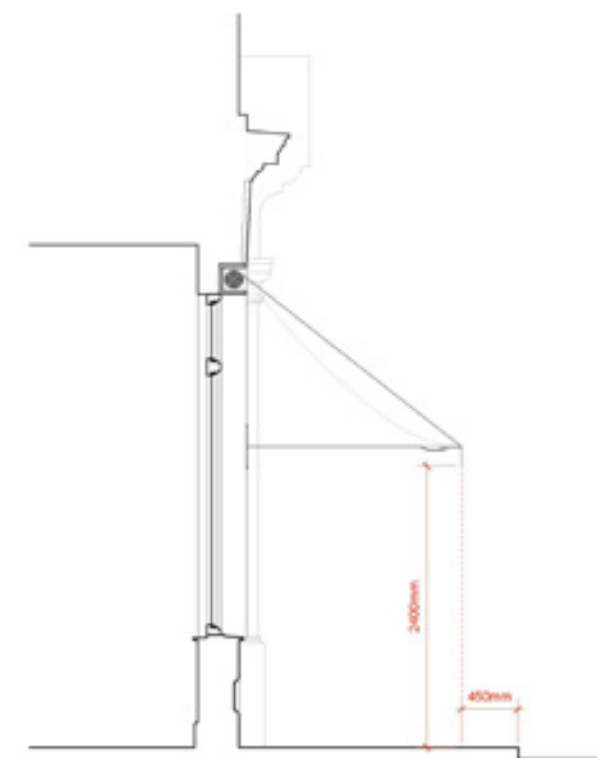
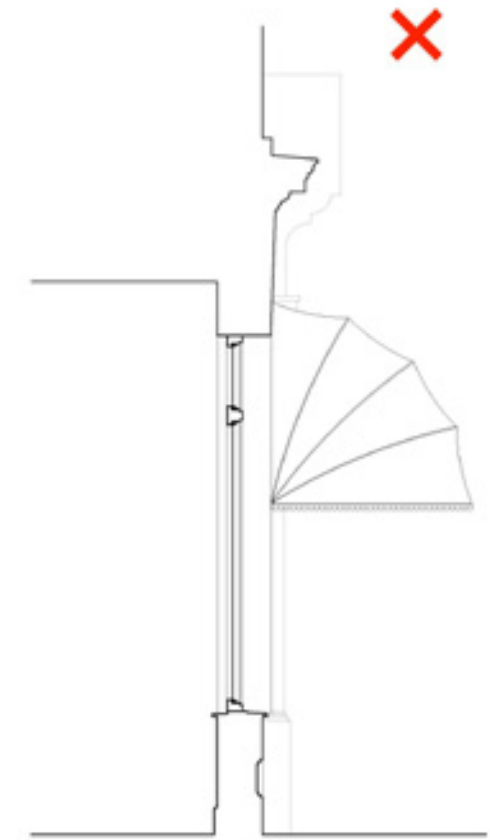
For a high-quality appearance and to preserve the prominence of the fascia within the shopfront

10.5 Lettering on awnings should match the style of the rest of the shopfront signage, and should be kept to a minimum.

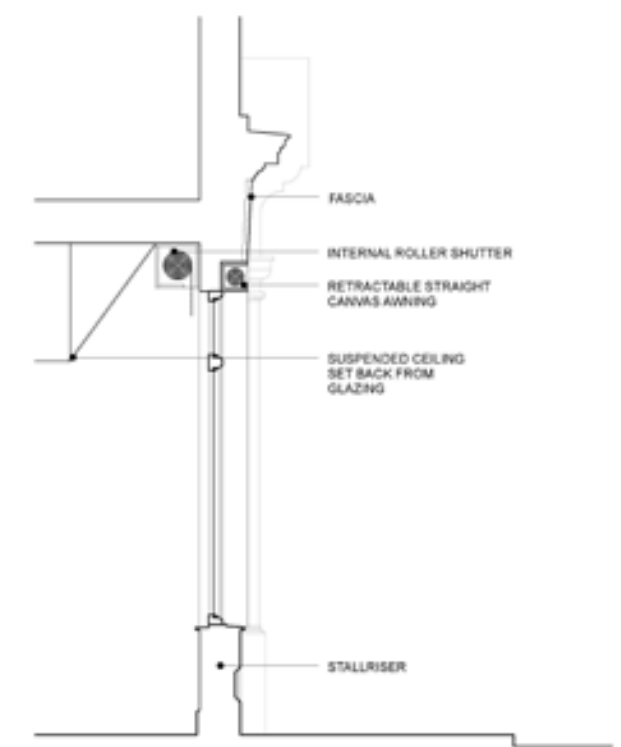
To provide clear signage with a high-quality appearance, and for coherence with the rest of the shopfront



10.2 Awning types



10.3 Awning clearance



10.4 Awning boxes

11. Security shutters

11.1 External security shutters should not be used.

To improve security through natural surveillance and to ensure the street is activated with views into the shop even when closed, particularly in hours of darkness

12. A-boards

12.1 A-boards are not permitted on the public highway.

For pedestrian safety

12.2 Where there are private forecourts, A-boards should be kept to a maximum of 1 and should be positioned so as not to interfere with pedestrian routes and kept in good order.

For pedestrian safety, to minimise street clutter and for a high-quality appearance along the street

13. Other considerations

13.1 Private forecourts should be maintained flush with the footway and in a good state of repair.

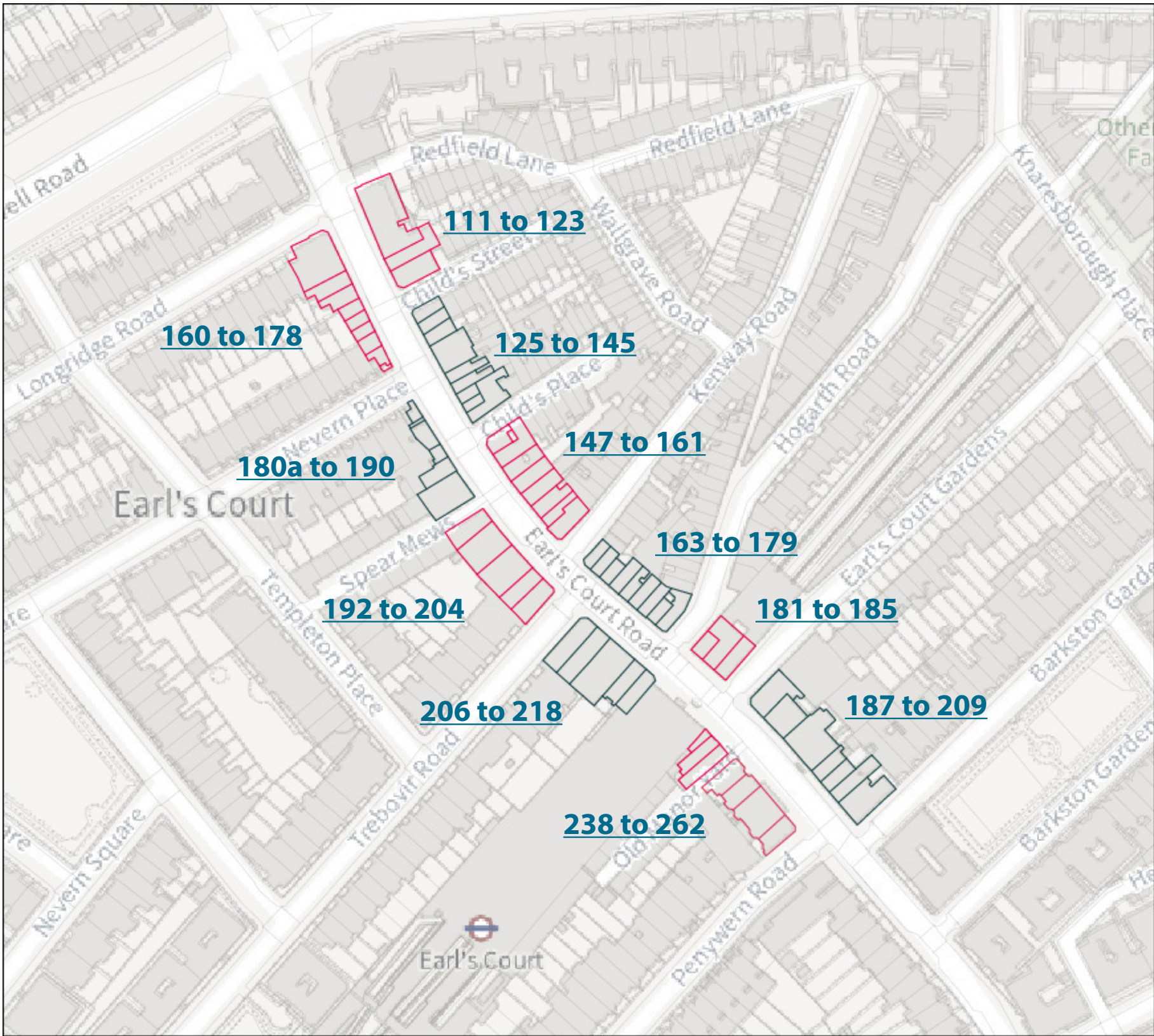
For pedestrian safety and a high-quality appearance along the street

13.2 Consider ways to sensitively incorporate pigeon deterrents when redesigning shopfronts, such as angling horizontal surfaces to at least 35 degrees or keeping the depth of ledges to under 40mm.

To reduce pavement mess and staining

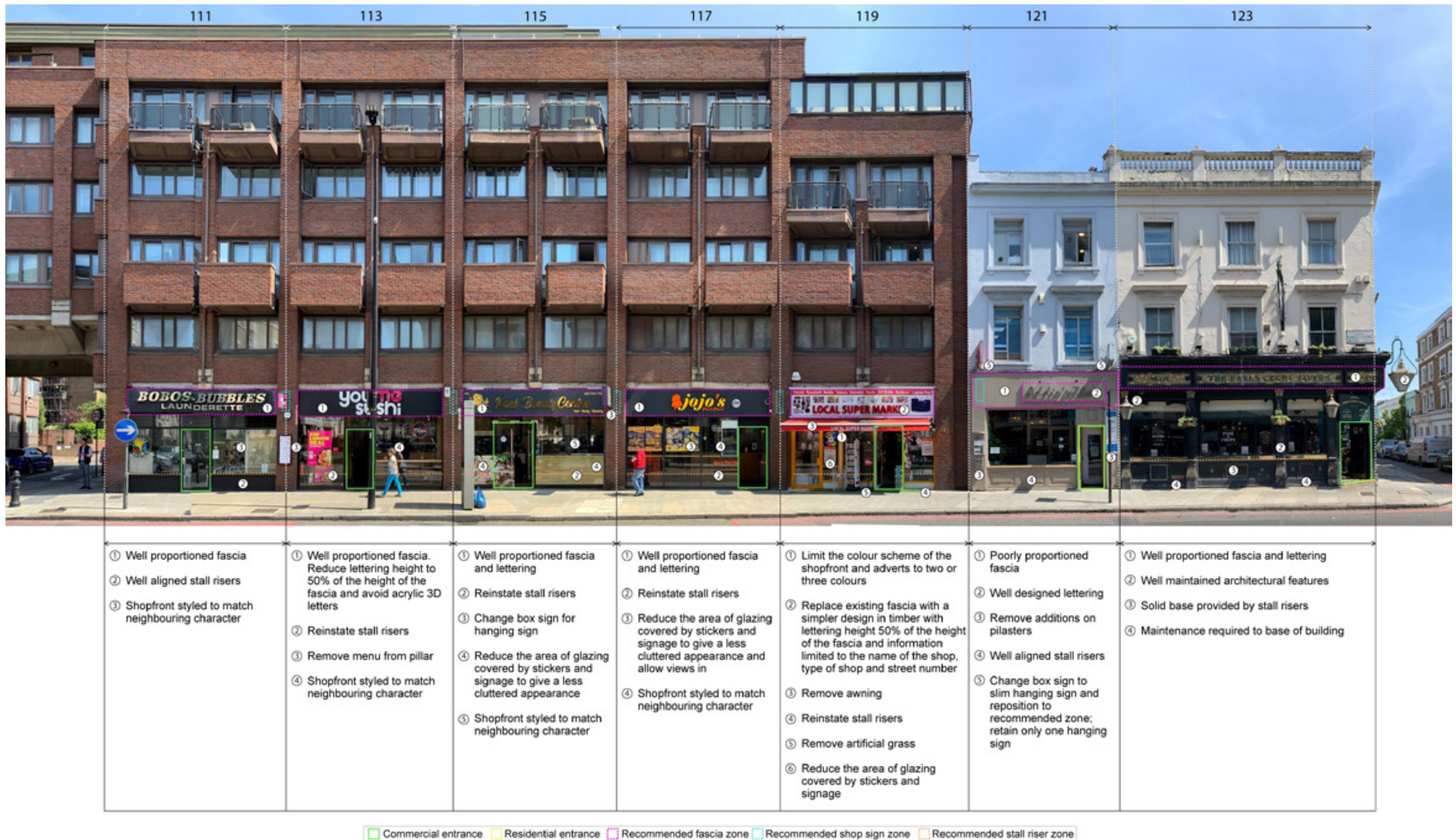
Shop by shop guidance

To illustrate the principles of the design guide, specific improvements are identified for the shops on the high street, as they existed in September 2024. Find a shop or business on the map and review the guidance, which remains relevant even if the shopfront has since changed.



111 to 123 Earl's Court Road

Bobos Bubbles Launderette - You Me Sushi - Kael Beauty Centre - Jojo's Peri Peri - Local Supermarket - Addie's Thai - The Earl's Court Tavern



160 to 178 Earl's Court Road

Star Kebab - Dolci - Giorgio's Pizza - Connection Salon - Jimmy's Grill - Earl's Court Dental Clinic - Taco Bell - Sainsbury's Local

178

176

174

172

170

168

166

164-160

1 Install timber fascia with painted lettering in recommended zone 2 Change box sign to slim hanging sign and relocate from pilaster to recommended zone 3 Remove menu from pilaster 4 Well aligned stall risers 5 Remove old sign, light fittings and grilles; reinstate angled timber fascia board using 172 as a model 6 Retain cornice, corbels and pilasters	1 Well proportioned fascia and lettering 2 Change box sign to slim hanging sign and relocate from pilaster to recommended zone 3 Well aligned stall risers 4 Reinstate angled timber fascia board using 172 as a model 5 Awning requires cleaning 6 Retain cornice, corbels and pilasters	1 Remove box sign from pilaster; replace with slim hanging sign in recommended location 2 Remove advert from pilaster 3 Timber shop front requires maintenance 4 Reinstate stall risers 5 Retain cornice, corbels and pilasters; cornice and pilasters require maintenance	1 Remove fascia panel and apply painted lettering 2 Relocate hanging sign from pilaster to recommended zone 3 Remove menu from pilaster 4 Well aligned stall risers 5 Retain cornice, corbels and pilasters	1 Remove fascia panel and apply painted lettering 2 Relocate hanging sign from pilaster to recommended zone 3 Remove menu and stickers from pilaster 4 Well aligned stall risers 5 Retain cornice, corbels and pilasters	1 Well proportioned fascia and lettering; replace with timber fascia with painted lettering 2 Change box sign to slim hanging sign and relocate from pilaster to recommended zone 3 Remove cable clutter 4 Reinstate cornice, pilasters and corbels 5 Remove advert 6 Reinstate stall risers 7 Paint shopfront in a single colour	1 Relocate fascia to recommended zone and replace with timber fascia 2 Reduce lettering size to 50% of fascia and replace acrylic lettering with painted lettering 3 Successful slim hanging sign 4 Reinstate stall riser 5 Reinstate cornice, pilasters and corbels 6 Entrance to upper floors in keeping with shopfront	1 Well proportioned fascia; fascia boards are split to reflect vertical rhythm of original units 2 Well positioned hanging sign 3 Replace semi-opaque vinyls used in place of stall risers with timber stall risers 4 Retain and clean cornice, pilasters and corbels
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Commercial entrance

Residential entrance

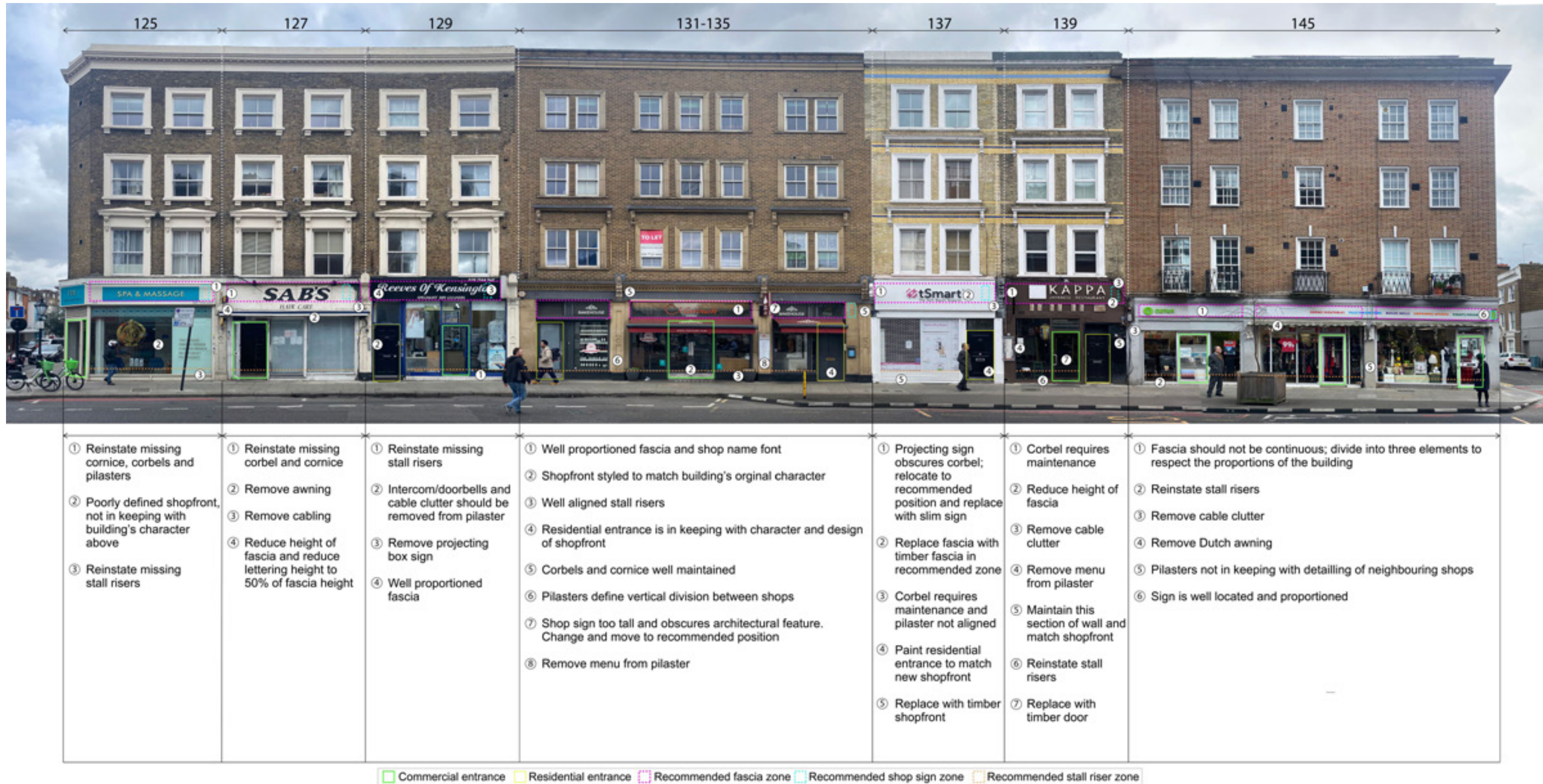
Recommended fascia zone

Recommended shop sign zone

Recommended stall riser zone

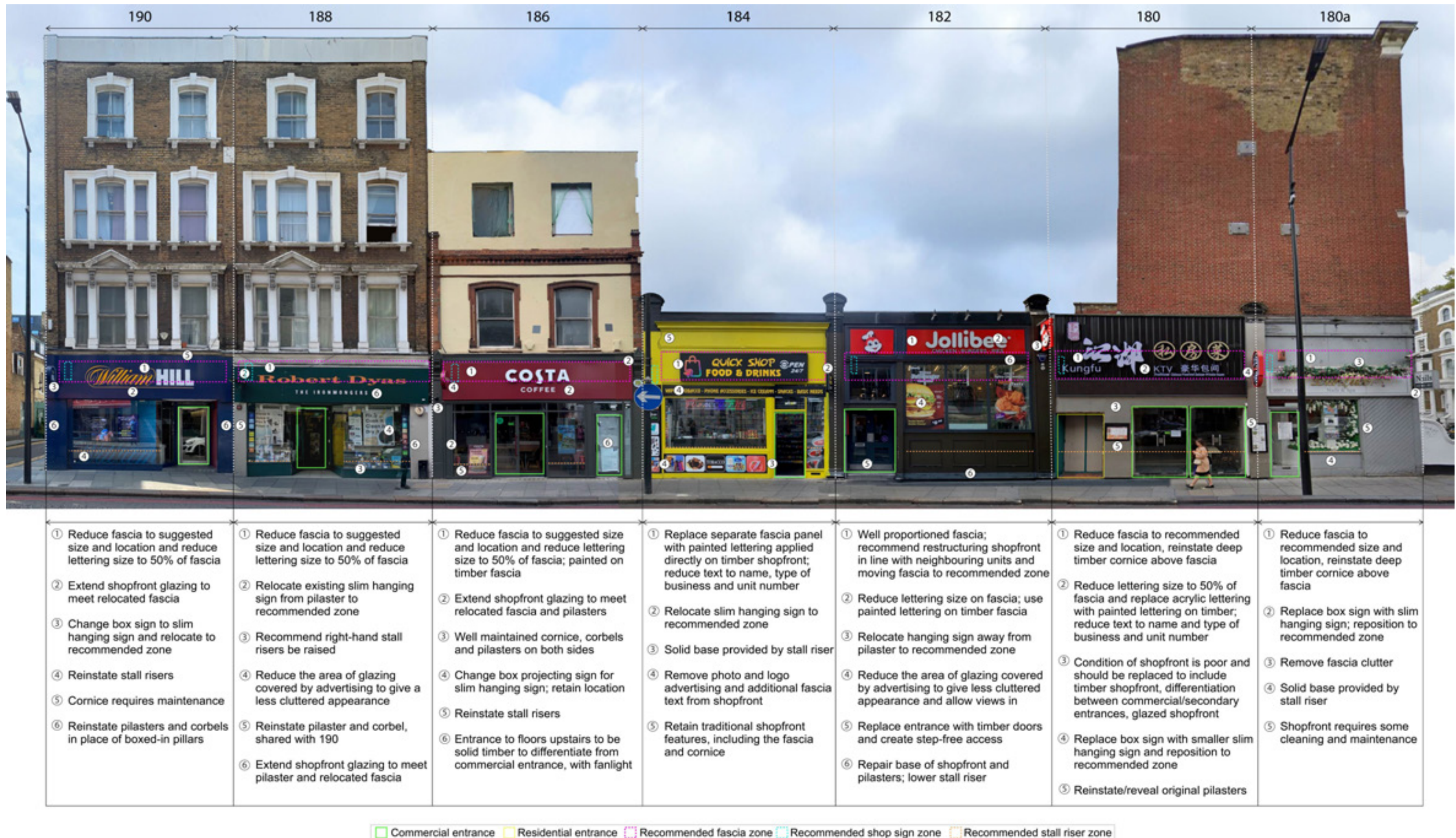
125 to 145 Earl's Court Road

Spa & Massage - Former Sab's - Reeves of Kensington - Maroush - Former T-Smart - Kappa - Oxfam



180a to 190 Earl's Court Road

William Hill - Robert Dyas - Costa Coffee - Quick Shop Food & Drinks - Jollibee - Kungfu - PurLux Nails



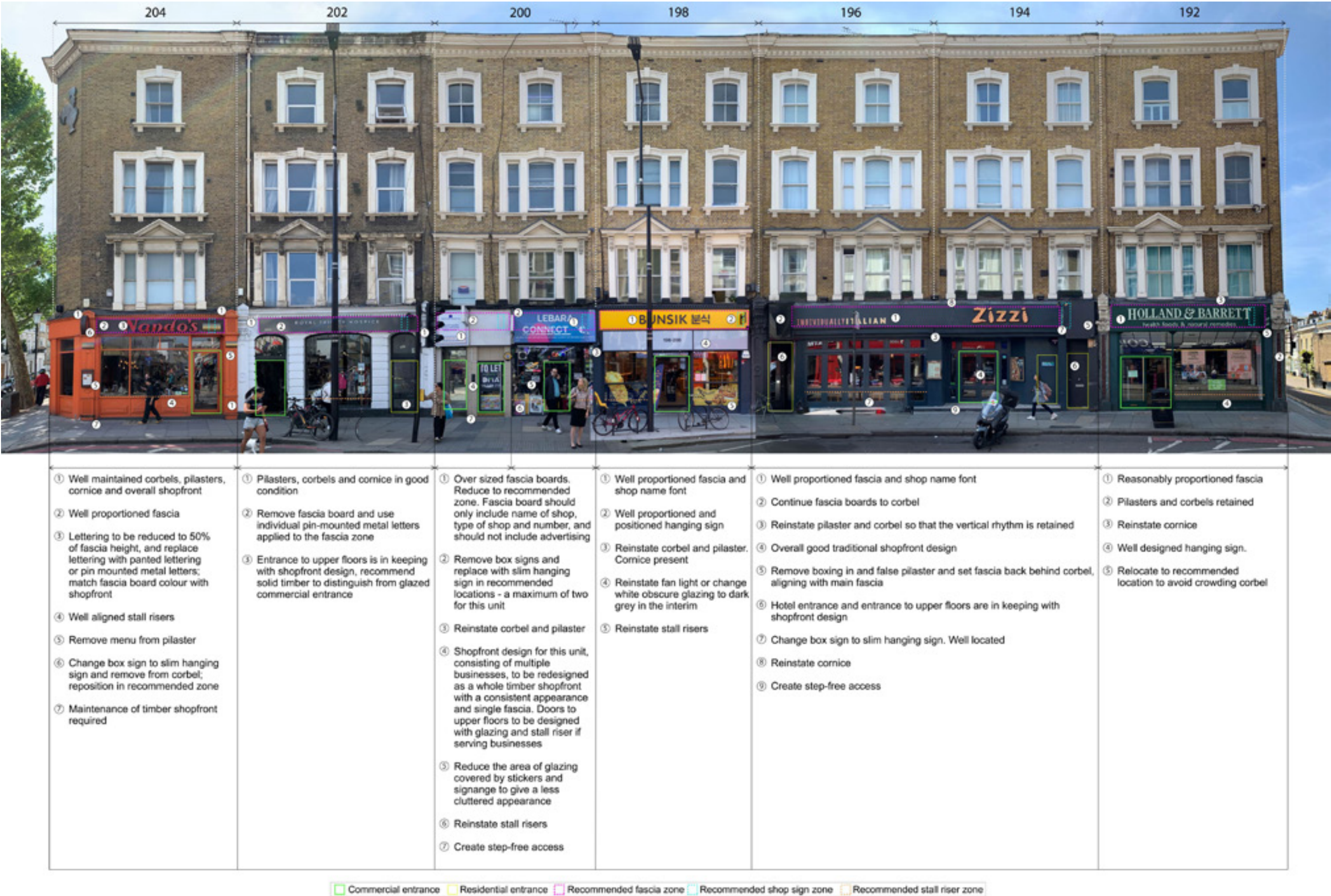
147 to 161 Earl's Court Road

Masala Zone - Franco Manca - Admiral - Coral - Vodafone - Cheatmeals - The Prince of Teck

147	149	151	153	155	157	159	161
① Well proportioned fascia, suggest reducing lettering size to 50% of fascia height ② Reposition hanging sign to avoid crowding neighbouring corbel ③ Reinstate corbels and pilasters ④ Limited colour palette is successful ⑤ Reinstate stall risers - this is currently achieved with opaque glazing ⑥ Remove cable clutter	① Well proportioned fascia and lettering ② Corbels that have been added are well maintained and appropriately located ③ Well aligned stall risers; change glazed panels to timber ④ Entrance to floors upstairs in keeping with shopfront ⑤ Well positioned hanging sign	① Reduce fascia to recommended size and location ② Reduce lettering on fascia to the name of the business, type of business and unit number ③ Reinstate corbel ④ Entrance to floors upstairs in keeping with shopfront ⑤ Well aligned stall risers ⑥ Traditional timber shopfront ⑦ Restrict shopfront colours to 2 to 3 colours ⑧ Introduce step-free access	① Reduce fascia to recommended size and location ② Reduce lettering size to 50% of fascia ③ Reinstate corbels ④ Entrance to floors upstairs in keeping with shopfront ⑤ Reinstate stall risers ⑥ Requires maintenance ⑦ Remove panel below fascia and, in place, extend shopfront glazing to introduce fan lights	① Reduce fascia to recommended size and location, replace with timber fascia and set back ② Lettering size is appropriate ③ Well positioned hanging sign ④ Reinstate stall risers ⑤ Reinstate missing corbel, pilasters and cornice ⑥ Remove CCTV and cable clutter from corbel	① Reduce fascia to recommended size and location, replace with timber fascia and set back ② Reduce lettering size to 50% of fascia and replace acrylic lettering with metal or painted lettering ③ Replace with slim hanging sign and reposition to avoid crowding neighbour's corbel ④ Reinstate stall riser ⑤ Entrance to upper floors in keeping with shopfront ⑥ Create step-free access and improve threshold surfacing	① Well proportioned fascia ② Traditional location for hanging sign ③ Solid base provided by stall risers ④ Well maintained architectural features; fan light, columns, corbels and traditional location for entrance ⑤ Requires cleaning and maintenance	
Commercial entrance Residential entrance Recommended fascia zone Recommended shop sign zone Recommended stall riser zone							

192 to 204 Earl's Court Road

Nando's - Royal Trinity Hospice - Connect - Bunsik - Zizzi - Holland & Barrett



163 to 179 Earl's Court Road

The Halal Guys - Harmony - SilverTime - Elite - KFC - Former Lloyds Bank

163	165	167	169	171	173	175	177	179
① Split fascia to reflect vertical rhythm of building ② Reduce lettering size to 50% of fascia height ③ Reinstall corbels and pilasters in place of existing blank pillars ④ Retain stall risers ⑤ Shop sign well located. Replace box sign with slim hanging sign	① Reduce fascia to recommended size and location ② Reduce lettering size to 50% of fascia height ③ Replace box sign with slim hanging sign ④ Reduce the area of glazing covered by stickers and signage to give a less cluttered appearance ⑤ Reinstall stall risers ⑥ Remove advertising from pilasters ⑦ Create step-free access ⑧ Reinstall pilasters and corbels using number 169 as a model	① Reduce fascia to recommended size and location ② Reduce lettering size to 50% of fascia height ③ Well aligned stall risers ④ Entrance to upper floors in keeping with shopfront ⑤ Create step-free access	① Well proportioned fascia and lettering; extend to limits of shopfront ② Replace box sign for slim hanging sign ③ Reduce the area of glazing covered by stickers and signage to give a less cluttered appearance ④ Retain stall-risers ⑤ Reinstall corbels and pilasters ⑥ Remove awning	① Poorly proportioned fascia. Split fascia to reflect vertical rhythm of building, and reduce fascia to recommended size and location ② Replace box sign with slim hanging sign ③ Reinstall stall-risers ④ Reinstall corbels and pilasters ⑤ Create step-free access ⑥ Entrance to upper floors in keeping with shopfront ⑦ Reduce lettering and logo to a maximum of 50% of fascia height	① Reinstall timber fascia in recommended fascia zone with painted lettering 50% of height of fascia; continue fascia on Hogarth Place elevation ② Reinstall cornice between fascia and first floor windows ③ Reinstall stone pilasters using historic images and rhythm of upper floors as a guide ④ Reinstall fanlight and consider installing lantern to replicate historic feature ⑤ Well aligned stall risers			
Commercial entrance Residential entrance Recommended fascia zone Recommended shop sign zone Recommended stall riser zone								

206 to 218 Earl's Court Road

Food and Wine - Klynik - Caffè Nero - Co-op - McDonalds - Earl's Court Chemist

218-216	214	212	210	208	206
① Replace existing metal box fascia with timber fascia within recommended fascia zone ② Reinstall cornice and continue through to the station building ③ Remove advertising hanging signs and use only one hanging sign for the business in recommended location, 600mm x 400mm ④ Secondary business to use lower fascia zone above business entrance; glazed or timber panel ⑤ Reinstall pilaster, corbel and cornice ⑥ Replace glazed door with timber frame, including stall riser ⑦ Reinstall four pilasters using historic photograph as a guide ⑧ Remove doorbell from pilaster ⑨ Remove flood lighting	① Well proportioned fascia and lettering size ② Reinstall corbels, pilasters and cornice ③ Well aligned stall risers; some maintenance required ④ Replace residential door with solid painted timber door and fan light above ⑤ Relocate hanging sign, remove from pilaster	① Reinstall cornice ② Fascia is too long and should be broken into two to reflect pair of buildings; replace fascia with flush timber fascia with painted lettering or individual letters mounted on pins ③ Change box projecting sign to hanging sign and reposition to avoid crowding the corbel ④ Reinstall pilaster using number 214 as a model ⑤ Reinstall glazing (opaque or clear) in this zone ⑥ Reinstall stall risers ⑦ Improve legibility and quality of doors with solid timber doors for upper floors and glazed timber doors for commercial entrances ⑧ Remove opaque window treatment at upper floors and restore glazed appearance	① Replace metal box fascia with flush timber fascia ② Reinstall glazing (opaque or clear) in this zone beneath fascia ③ Remove three false pilasters ④ Reinstall stall risers ⑤ Make primary entrance more prominent ⑥ Retain original pilasters, corbels and cornice	① Well proportioned fascia and shop name lettering ② Well aligned stall risers ③ Remove sign from pilaster ④ Change box sign to slim hanging sign ⑤ Replace commercial door with timber door	
Commercial entrance Residential entrance Recommended fascia zone Recommended shop sign zone Recommended stall riser zone					

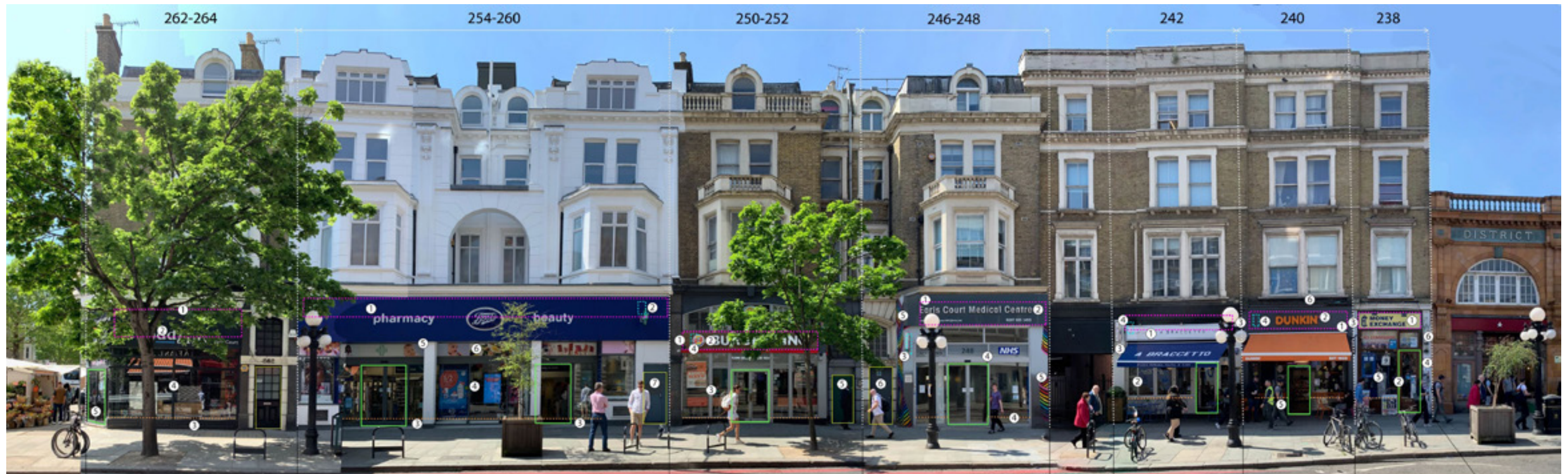
181 to 185 Earl's Court Road

Currency Exchange - Greggs - Paul



238 to 262 Earl's Court Road

Money Exchange - Dunkin' - A Braccetto - Earl's Court Medical Centre - Burger King - Boots - Amathus



① Replace box fascia with slim timber fascia and relocate to recommended zone; retain cornice ② Reduce lettering size to 50% of fascia height ③ Solid base provided by stall risers; requires maintenance ④ Retain original form of shopfront including cornice, mullions, fanlights and pilasters ⑤ Replace entrance doors with timber and create step-free access	① Reduce fascia to recommended size, replace with timber fascia set back from corbels and cornice ② Install slim timber hanging sign in recommended zone ③ Reinstall stall risers to align with neighbouring units ④ Shopfront is overly busy with multiple elements; replace with a simpler shopfront in timber incorporating fewer, larger areas of glazing divided with mullions and transoms and symmetrically located entrances ⑤ Reduce number of colours used on the shopfront to two or three ⑥ Remove stickers and images from fanlights ⑦ Replace with timber door, painted to match shopfront	① Well located fascia; replace with slim painted timber fascia ② Reduce lettering size to 50% of fascia height and use pin-mounted or painted lettering ③ Replace shopfront with a simpler timber framed shopfront and use only two or three colours ④ Replace projecting sign with slim hanging sign in recommended location ⑤ Replace door to upper floors with high quality timber painted door; clean pilasters and fanlight	① Reduce fascia to recommended size and location and replace with slim timber fascia ② Size of fascia lettering is appropriate; change to painted lettering or pin-mounted ③ Well positioned hanging sign; replace with slim hanging sign ④ Replace shopfront with a simpler timber framed shopfront incorporating stall risers ⑤ Remove cladding and reveal or restore original structure ⑥ Replace door to upper floors with high quality timber painted door; clean pilasters and fanlight	① Well proportioned fascia and lettering ② Retain timber shopfront ③ Reinstall shared pilaster and corbel with 240; replicate this for left-hand pilaster and corbel ④ Replace projecting sign with slim hanging sign and relocate to recommended zone	① Well proportioned fascia and lettering ② Replace acrylic lettering with metal or painted lettering ③ Reinstall shared pilaster and corbel with 242 and 238 ④ Replace box sign with slim hanging sign and relocate to recommended zone ⑤ Reinstall stall risers ⑥ Cornice requires maintenance	① Well proportioned fascia; replace with timber fascia and painted lettering ② Retain and maintain timber shopfront ③ Reinstall shared pilaster and corbel with 240 ④ Clean, restore and remove clutter from pilasters ⑤ Reduce stickers and signage in window displays ⑥ Remove projecting box sign; replace with slim timber hanging sign
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 Commercial entrance
 Residential entrance
 Recommended fascia zone
 Recommended shop sign zone
 Recommended stall riser zone

187 to 209 Earl's Court Road

The Courtfield - Former Barclays - Former NatWest - Starbucks - The Smoking Jacket - Afandena - The Blackbird

187

189-193

195-201

203

205

207

209

① Well proportioned fascia and lettering size ② Solid base provided by stall risers	① Existing fascia to host name of future occupier - individual metal letters mounted on pins ② Disused shopfront ③ Reinstate stall risers ④ Entrances poorly defined. It is unclear which is residential and commercial. Vertical proportions of the two doors match, door to upper floors to be solid timber and commercial entrance glazed	① Existing fascia to host name of future occupier - suggest individual letters mounted on pins; any illumination to be external ② Disused shopfront ③ Wealth of architectural features ④ Door to match colour and quality material of commercial entrance ⑤ Reinstate stone detailing to match adjacent windows	① Replace box fascia with flush timber fascia and painted or pin-mounted lettering ② Well proportioned and located sign ③ Paint corbels white ④ Reinstate timber shopfront and stall riser ⑤ Entrance to upper floors in keeping with shop front ⑥ Improve private forecourt surfacing	① Reduce height of fascia to fit within corbels, use only upper fascia zone in timber with applied or pin-mounted individual letters with shop name and number ② Remove second fascia and reinstate fan light ③ Remove second hanging sign ④ Reinstate stall risers ⑤ Entrance to upper floors in keeping with shop front	① Replace box fascia with timber ② Replace box sign with slim hanging sign ③ Reinstate stall riser ④ Private forecourt surfacing to be replaced and made level with pavement	① Well maintained architectural features ② Well proportioned fascia and lettering size ③ Solid base provided by stall risers
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Commercial entrance

Residential entrance

Recommended fascia zone

Recommended shop sign zone

Recommended stall riser zone

Historic images

These photographs of the high street from the RBKC archive are a helpful reference for businesses and designers looking to improve their shopfronts. The proportions, rhythm and dimensions of the original shops can guide new designs.



240-242 Earl's Court Rd & Old Manor Yard



214-218 Earl's Court Road



214-208 Earl's Court Road

All images dated 1904, credit Ernest Milner/RBKC Archives & Local Studies unless otherwise stated.



210-218 Earl's Court Road



206 Earl's Court Road



206-208 Earl's Court Road



163-165 Earl's Court Road



165-167 Earl's Court Road



171 Earl's Court Road



175 Earl's Court Road



177-179 Earl's Court Road



179 Earl's Court Road



2 Hogarth Place



3 and 4 Hogarth Place



187 Earl's Court Road



189-193 Earl's Court Road



195-201 Earl's Court Road (no credit)



199-201 Earl's Court Road



254-260 Earl's Court Road (dated 1953)



203-207 Earl's Court Road



187-260 Earl's Court Road (credit RBKC Archives & Local Studies)



238-260 Earl's Court Road (dated 1953)