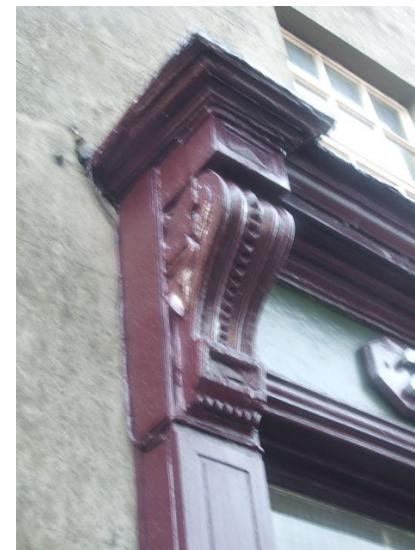
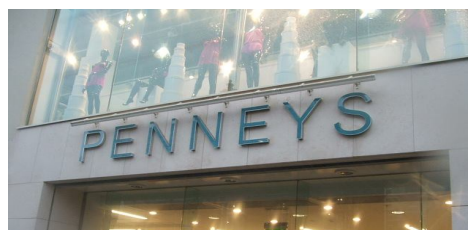


SHOPFRONT DESIGN GUIDELINES & POLICY



TRALEE TOWN COUNCIL | COMHAIRLE BHAILE THRÁ LÍ
PLANNING DEPARTMENT
MARCH 2010

AIM OF THIS POLICY DOCUMENT

- (1) Demonstrate the value of existing historic shopfronts
- (2) Illustrate the principles of good shopfront design
- (3) Encourage better design for replacement shopfronts
- (4) Illustrate the significance of ancillary elements in shopfront design
- (5) Improve the quality and durability of materials, signage, lighting and security arrangements

**THESE POLICY GUIDELINES WILL INFORM ALL APPLICATIONS
FOR PLANNING PERMISISON**

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INTRODUCTION

Tralee Town Council's objective is to improve the quality of shopfront design and advertisements in the town.

The repair, restoration and replacement of shopfronts must be sympathetically carried out to protect the architectural character of the town.

The form and design of shopfronts has an important effect on the shopping area and can add to or take away from the character of the town centre.

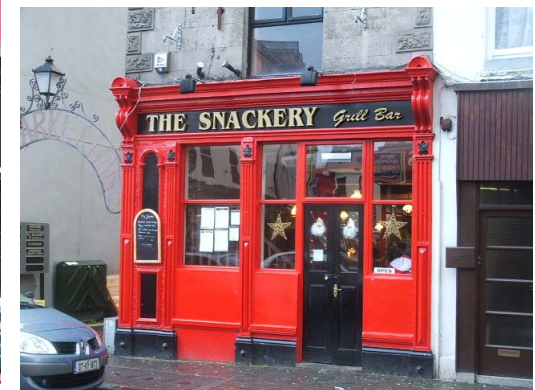
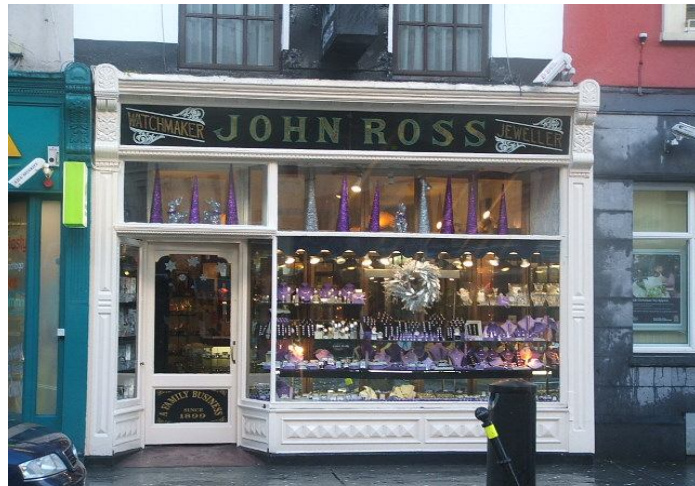
The need to change old shopfronts will be closely questioned as it is the policy of the Council to preserve and retain traditional shopfronts that contribute to the character of Tralee.

GUIDING POLICY

Preserve, promote and retain traditional shopfronts of townscape importance and to prohibit facsimile replacement of existing historic shopfronts with mock traditional shopfronts.



Positive images of
Tralee's shopfronts



THE SHOPFRONT

The form and design of shopfronts and signs influences the character and quality of shopping areas. The situation can arise whereby the public's enjoyment of these shopping areas is marred, especially at ground floor level by badly designed shopfronts out of character both with the buildings of which they form part and those nearby. Shopfronts can be badly designed by (1) over-large box fascias (often internally illuminated), (2) use of inappropriate materials or (3) by a proliferation of projecting signs and shop window advertisements.



The shopfront plays an important role in the streetscape.

The shopfront creates a sense of rhythm, as the shopfront identifies plot pattern by marking each individual plot on the street.

High quality shopfront design is therefore of critical importance in delivering a good quality urban environment.

SHOPFRONT STRUCTURE

The shopfront is vertically divided by pilasters, which are usually located at either end of the shopfront like bookends.

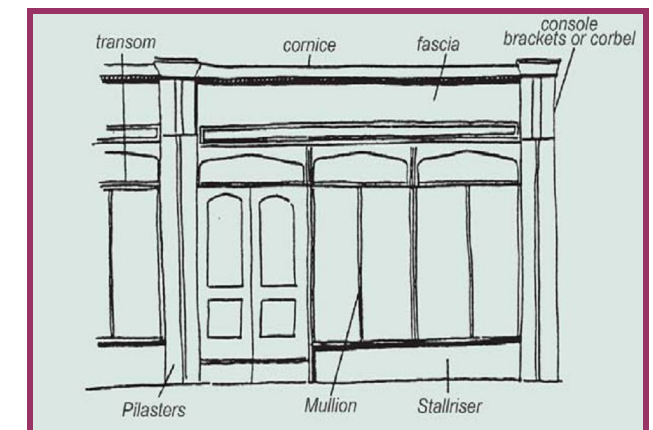
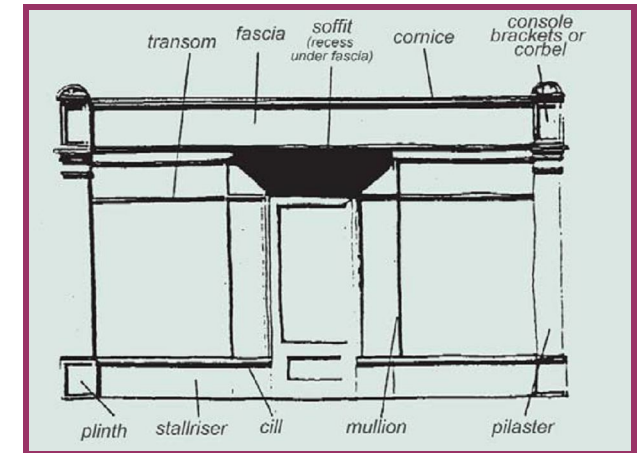
The cornice gives a strong horizontal line at the top of the shopfront and connects the pilasters. The cornice also protects the fascia from weathering.

The fascia is located below the cornice and is normally used for advertising purposes. The fascia is a strong visual feature in the shopfront.

The stallriser or plinth protects the shopfront at ground level and provides a visually solid base.

These elements create a strong visual basis as a structural reference for the structure above.

These principles are as applicable for new shopfront design as for traditional shopfront design.



SHOPFRONT DESIGN PRINCIPLES

In proposing works to a shopfront, the following questions should be asked:

DESIGN

Does the proposal complement the building in terms of scale, finish and relationship to upper levels?

Does it create a strong visual basis for the structure/building above it?

Does the design complement the streetscape in terms of scale, finish, established patterns of openings, and rhythm of adjoining structures?

FINISH

Are the materials of high quality with appropriate signage and lighting?

CONSERVATION

Will the proposal detract from the character or integrity of a protected structure or architectural conservation area?

WINDOWS

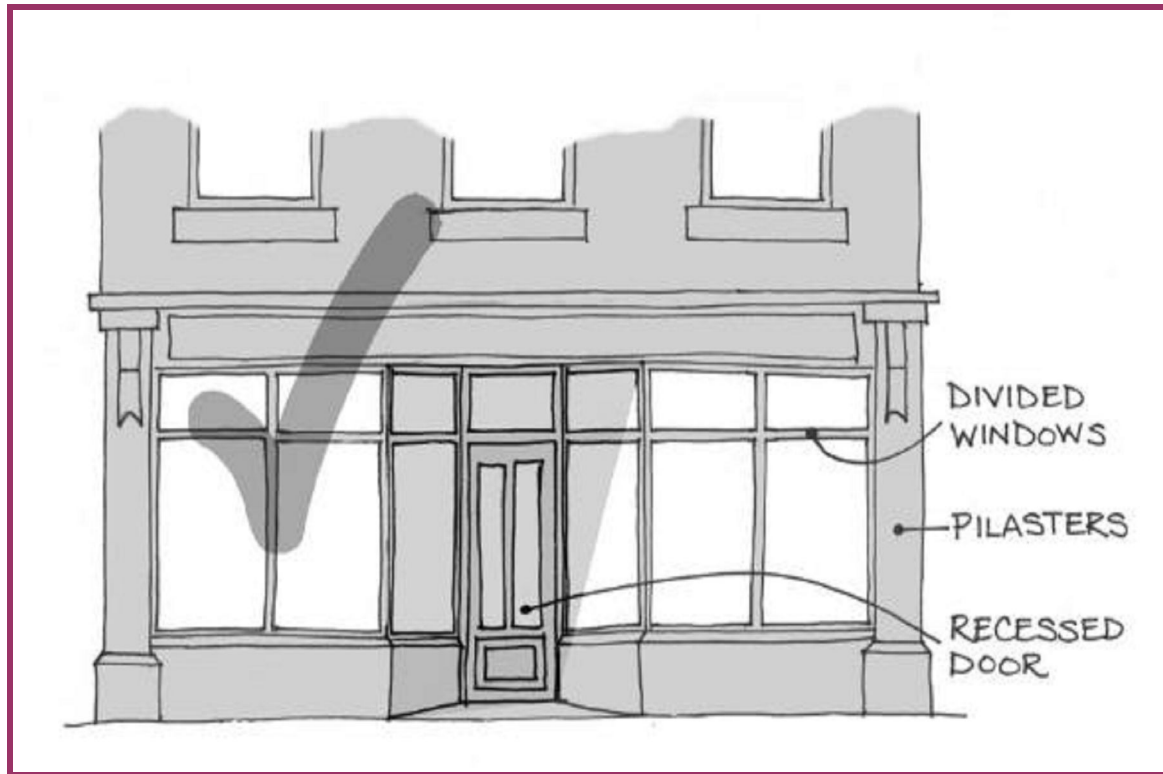
Window proportions are very important in maintaining the vertical emphasis of the street. Use of painted timber is preferable to PVC or aluminium as the frame sections, particularly the glazing bars, can be more delicately articulated. Timber is also a more environmentally sustainable product.

FASCIA DESIGN

Internally illuminated box fascias are unacceptable because of their bulk, their level of illumination, their incongruous materials and because they often obscure architectural features of the shopfront.

CORPORATE SHOPFRONTS The standard design of a chain of shops is not necessarily acceptable and compatibility with the building and the area will be considered more important than uniformity between the branches of a firm.

EXAMPLE OF GOOD SHOPFRONT STRUCTURE



Incorporates Traditional Elements

Frames the Window

Gives Impression of Support to Upper Part of Building

Has Similar Design Rhythm to Upper Floors

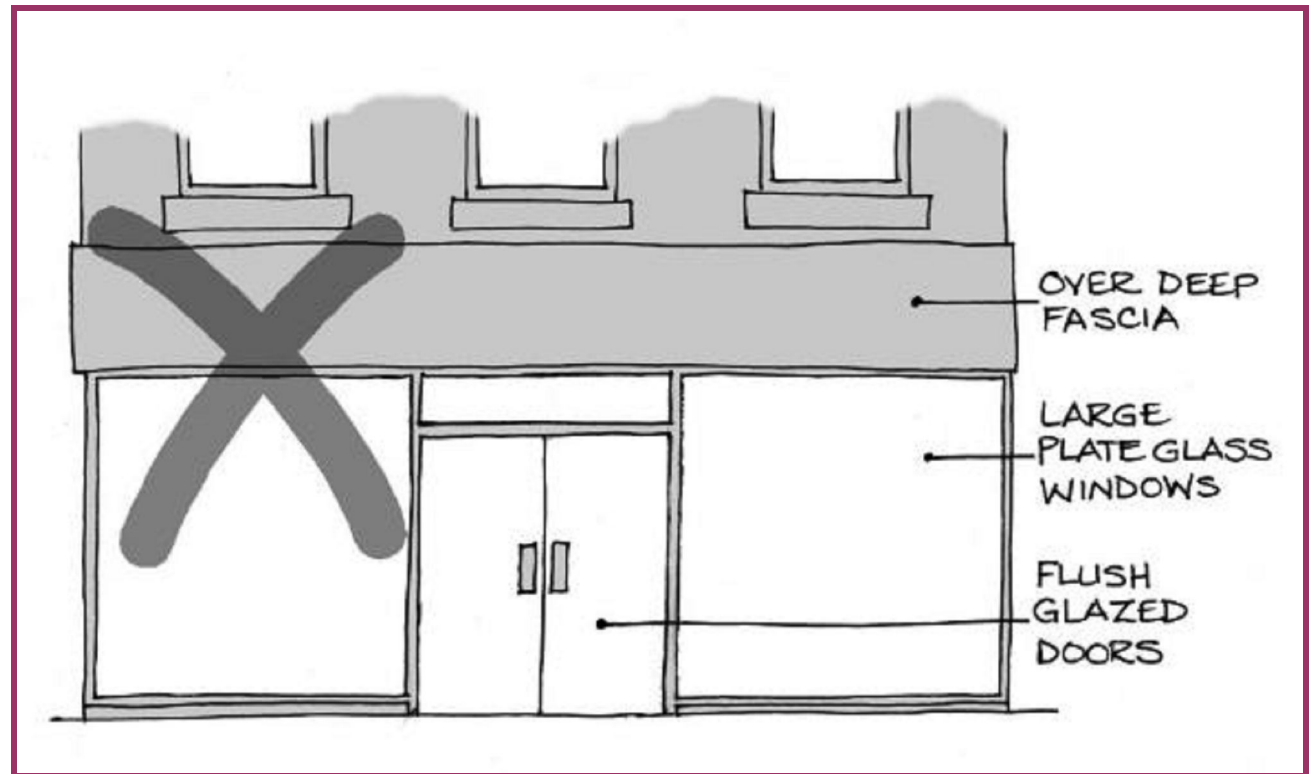
EXAMPLE OF BAD SHOPFRONT STRUCTURE

Lacks Traditional Elements

**Upper Part of the Building
Appears to Have No Visual
Means of Support**

**Extent of Glazed Area is
Excessive**

**Has no Link in Design
Rhythm to Upper Floor**



MATERIALS

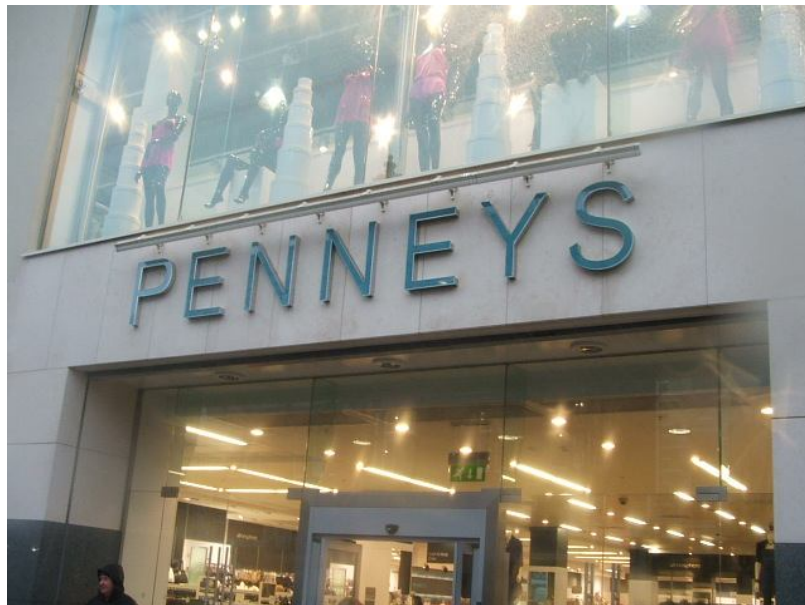
TRADITIONAL MATERIALS

Materials used on a shopfront should relate to the existing materials and architectural character of the building at upper floor level and of adjoining buildings. A wide range of modern materials are available. However, the area, texture and suitability of such materials should be carefully assessed in relation to its overall impact on the streetscape.

Render and painted timber should normally be used (from sustainable forests – not tropical hardwood).

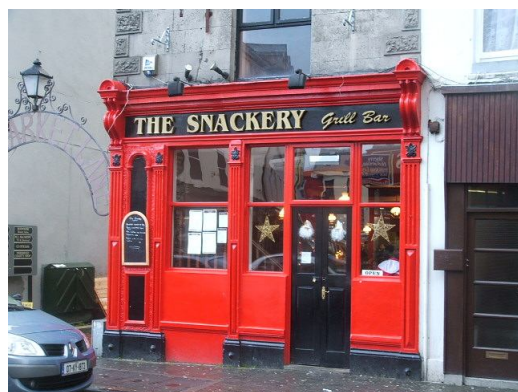


MODERN MATERIALS Coated aluminium, steel or extensive amounts of curtain walling will be permitted only when it is demonstrated that the shopfront would be in keeping with the character of the streetscape.

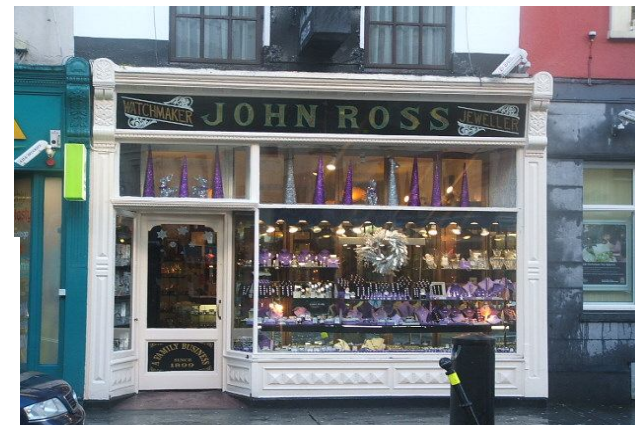


CONSERVATION

Proposals for materials for protected structures or structures in architectural conservation areas must comply with the Council's policy objectives contained in Sections 8.3 to 8.5 of the 2009-2015 Tralee Development Plan.



**EXAMPLES OF
TRALEE'S PROTECTED
SHOPFRONTS**



PROTECTED STRUCTURES

These pictures show the quality of often unnoticed elements of Tralee's protected shopfronts. These consoles or brackets are important architectural features and are protected by the Council in the Development Plan.



COLOUR SCHEMES

Colour schemes should co-ordinate with adjoining shopfronts and upper floors of buildings should be painted to tie in with the shopfronts. The use of a separate colour at ground floor results in a poor visual design outcome.



LETTERING

PERMITTED

Hand painted onto a fascia or shopfront

Raised plaster and painted

Incised and painted or gilded

Back painted or gilded onto a glass fascia

Anodised metal letters fixed individually and directly onto the façade

Proportionate to the depth of the fascia board.



NOT PERMITTED

Plastic or neon signs will not be permitted as they detract from the visual amenities of the area. Signage that does not relate to the fascia is also not permitted. See examples below.



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UPPER FLOOR LETTERING

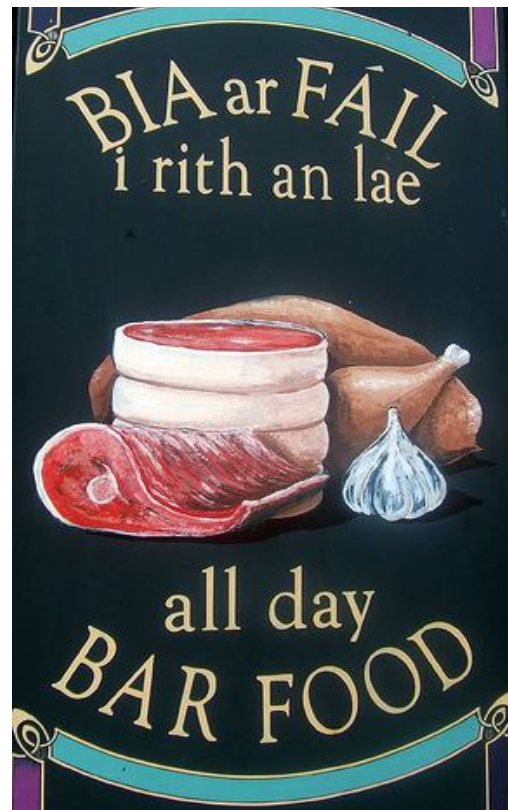
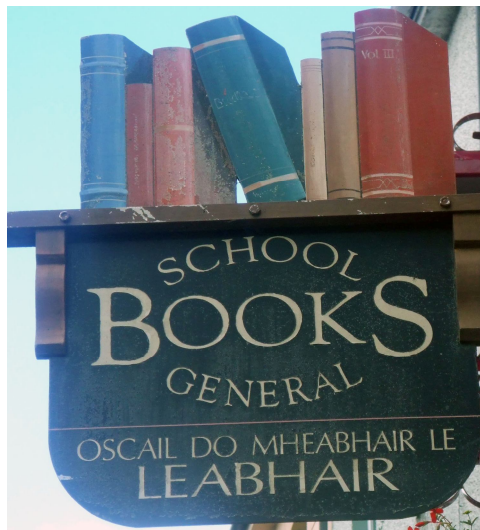
Advertising above fascia level is not permitted unless it relates solely to the use of upper floors where different to the ground floor and where the lettering is of an appropriate size. Individual lettering, of an appropriate scale, illumination and fixing, is considered appropriate for this type of advertising.

The provision of lettering on upper floor windows for the upper floor uses should not exceed 40% of the glazed area (measured as a rectangle enclosing all letters) and shall not, in any event, predominate over the appearance of the aperture as a window when viewed from the street.



IRISH LANGUAGE LETTERING

The use of the Irish language in shopfront advertising signs is encouraged. Where signs are to be in the Irish language, consideration should be given to using the traditional Gaelic script in hand painted signs.



LIGHTING

PERMITTED

Spot lights - should be limited in number and should not appear as a row of angle poise lamps attached to the shopfront and where the supporting arms are short and the hoods of the lights are treated to match the background.

Traditional style lamps - or modern lights designed as a feature are a more successful means of illuminating a building and will be encouraged.

Flood lighting - such approaches to lighting have added security benefits along streets. Consideration shall be paid to the use of renewable energy and reducing light pollution.

Back lighting of individual metal letters.



NOT PERMITTED

Projecting internally illuminated box signs and plastic lettering are not acceptable

Spot lighting which appears as a row of lamps

Strip lighting which is an unduly dominant feature

Internally illuminated fascias are not permitted



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HANGING SIGNS

Hanging signs shall generally not normally be permitted as they can give rise to visual clutter. Consideration may be given to the use of a new projecting sign if a building is in multiple occupancy and the proposed sign would reduce the number and scale of advertisement structures.

Where permitted hanging signs shall:

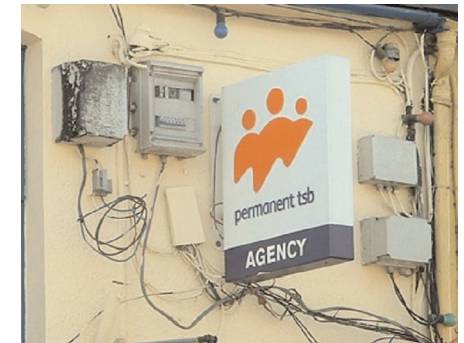
- Be limited to a maximum of one for each building (or elevation as considered appropriate)

- Be constructed of timber or metal attached by a simple bracket

- Be externally illuminated

- Have fixings which are located on the fascia, not on the pilaster or in a position that would damage decorative original features such as console brackets or pilaster capitals

- Have a minimum clearance of 2.4m above street level



Excessive cabling and electrical wiring not appropriate as seen above

SECURITY SHUTTERS

Planning permission is required to install external security shutters. The installation of security shutters can visually destroy and deaden the shopping street at night. This can be counter-productive in that if people are not attracted to these streets to window shop, then security becomes a bigger problem.

Where permitted, the following guidelines apply:

Shutters shall be placed internally behind the window display to preserve the opportunity for window shopping at night.

Security grilles shall be open mesh or see-through and placed on the inside face of the glazing

Shutter box shall be located entirely behind the fascia

Shutter shall be finished in a single colour and shall not be left unpainted or used for advertising



Panelled wooden shutters were traditionally used and these could provide an attractive area for hand painted advertising.

Solid roller shutters are not normally permitted

No part of the shutters, their supports or fittings shall encroach on the public footpath.

Box housing for shutters mounted externally will not be permitted.

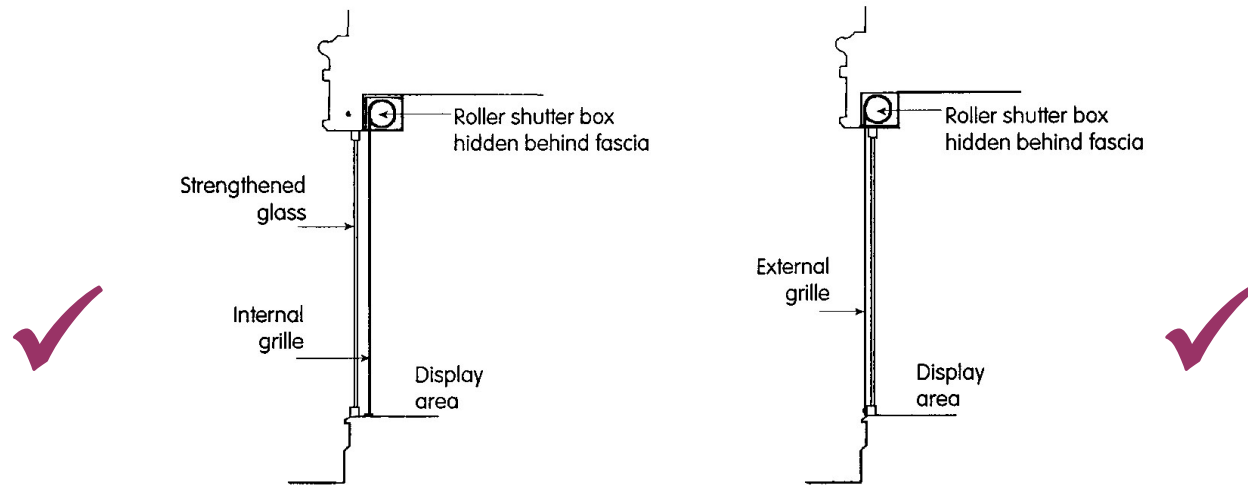


These types of shutter are recommended.

Note that the pedestrian can see into the building, including at night.



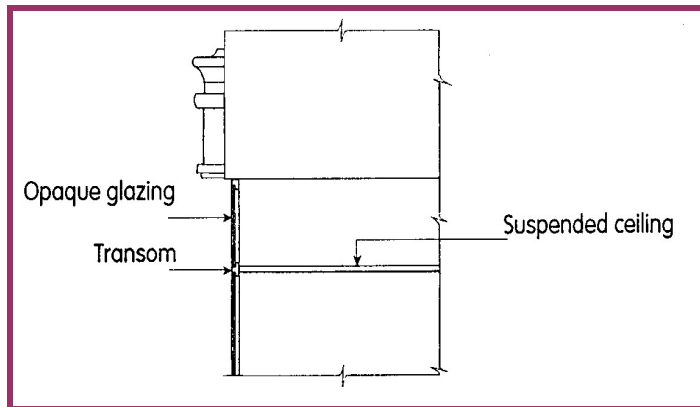
RECOMMENDED SHUTTER INSTALLATION



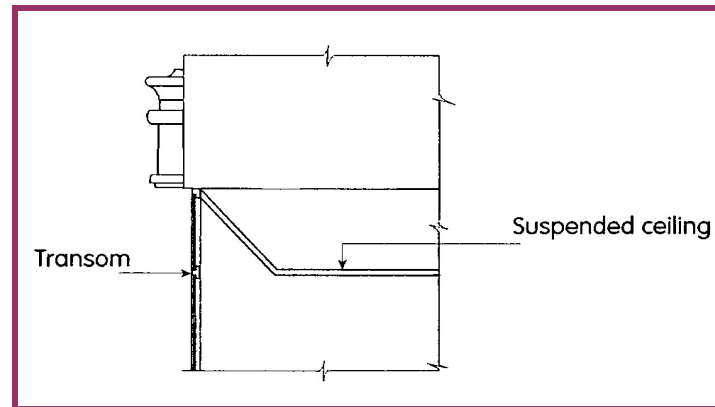
This type of security shutter is considered an appropriate design response to address security issues.

FALSE CEILINGS

At times it is necessary to install a suspended ceiling which can give rise to problems where it meets the shopfront. However, false ceilings can be raked/angled to meet the original ceiling adjacent to the shopfront to avoid this problem.



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ADVERTISEMENT

The number and design of advertising signs can greatly affect the quality of the visual environment of our streets. The public enjoyment of a street can be marred by poorly designed signs out of keeping with the building of which they are part and by the proliferation of large illuminated box and fascia signs, often obscuring architectural details.

Advertisements should be confined to the name or trade of the shop.

Main advertisements and signs should be located on the most prominent frontage.

All outdoor advertisements are required to be maintained in a clean and tidy condition.

WINDOW GLAZING

Lettering or logos should not be affixed directly to the glazing of any shop or business windows. All sign displays inside the shop should be kept back a minimum distance of 300 mm from the glazing.

Signage should not exceed one quarter of the total area of the window through which they are displayed, nor one quarter of the glazed area between 1 metre and 2.5 metres above ground level.



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STREET FURNITURE & MUSIC

Street furniture includes sandwich boards, newspaper stands, kiosks and other free standing devices, such as tables, chairs, benches, lamp standards and so on. Street furniture can lead to problems of visual clutter and to obstruction of public footpaths for pedestrians, particularly for people with disabilities, the aged and those with children.

Free standing street furniture erected on the footpath outside shops and business premises must be licensed by the Planning Authority under Section 254 of the Planning and Development Regulations 2001, as amended. In addition to the normal criteria for assessing such applications, the granting of a licence will also be dependent on good design and the use of high quality materials. Please see Canopy and Windbreaker policy document for further guidance.

No amplified announcements, music or other material should be played from any premises to advertise goods or services and no loudspeakers or other amplification apparatus should be affixed on or about the front of any premises for such a purpose. Any such sounds within the premises should be controlled so as to be inaudible from adjoining premises or at 2 metres from the frontage.

GUIDELINES FOR HOARDINGS

Hoardings are permitted on a temporary basis where they screen a derelict building or other eyesore, or where construction works are ongoing.

Temporary hoardings must be painted with local scenes and/or other appropriate art work during the course of construction.

Large advertising hoardings are prohibited.

The maintenance of hoardings will be a matter for the owner/developer who is responsible for keeping the hoarding clear from graffiti/bills/posters and other forms of litter.

IMPLEMENTATION & ENFORCEMENT

It is an objective to seek the removal of a number of existing advertisement structures as well as to seek the removal of redundant signage, lamps, floodlights, hanging baskets and brackets associated with these elements protruding from the elevations of structures.

Enforcement is an important key to improving the visual amenities of the town.

Where advertisements are displayed on isolated sites which can attract litter or rubbish or the advertisement itself has been rendered out of date, the Council will use its powers under the Litter Act to remove such signage following consultation with the owners/developers.

GLOSSARY OF TERMS

Architrave	A strip of moulding used to cover the joint between a frame and a wall, around a door or window frame
Baluster	A pillar or column supporting a handrail or coping, a series forming a balustrade
Barge Board	A board fixed to the projecting end of a roof over a gable, usually in pairs, one to each slope
Bays	Compartments into which the nave or roof of a building is divided. The term is also used for projecting windows
Bow Window	Similar to a bay window but curved in plan
Bracket	A projecting support, usually at each end of a fascia
Building Line	The position of the front façade or main mass of a building
Canopy	A roof-like projection over a door or window
Capital	The head or crowning feature of a column
Cill/sill	A slab of stone or wood at the base of a window or door opening giving protection to the wall beneath
Colonnade	A series of columns
Console	An ornamental bracket
Corbel	A projection from a wall, often in brick, iron, wood or stone, which provides support for a beam or roof truss. Can be decorated
Curtain Walling	Metal-framed, thin, light weight cladding, usually clear of the building structure but suspended from it at widely spaced joints. It may be partly or wholly glazed
Dentils	A row of small rectangular blocks forming part of the bed mould of a cornice
Eaves	The lower part of a roof projecting beyond the face of the wall

Entablature	The upper part of an order of architecture, comprising architrave, frieze and cornice, supported by a colonnade
Façade	The face or elevation of a building
Fascia	A wide board over a shop front, usually used for advertising
Finial	The upper portion of a pinnacle, bench end or other architectural feature
Glazing Bar	A thin rebated wooden bar which divides a large window into smaller lights
Ionic	An ionic order usually has a slim column, and is often fluted or tapered. Principally distinguished by the volutes of its capitals
Lintel	The beam spanning the opening of a window or doorway
Order	An order comprises a column, with a base, shaft and capital, the whole supporting an entablature.
Parapet	The portion of wall above the roof gutter
Pilaster	A rectangular feature in the shape of a pillar, but projecting only about one-sixth of its breadth from a wall. Usually used to separate the design of individual shopfronts, giving each one a separate identity, often reflecting a traditional plot pattern
Quoin Stone	Corner stones at the angles of a building and also used to reflect a traditional plot pattern
Ridge Tile	Tile for covering the ridge of a roof, usually of semicircular or angular section
Stallriser	This is the area of wall below the shop window. They keep glass windows and window displays above footpath level clean and contribute to the proper proportioning of the shop front.
String Course	A decorative or slightly projecting horizontal band of brickwork or stone in the external face of a wall
Stucco	Fine quality plaster sometimes used as an economic medium for the modelling of external features in lieu of stone
Volute	The scroll or spiral occurring in capitals