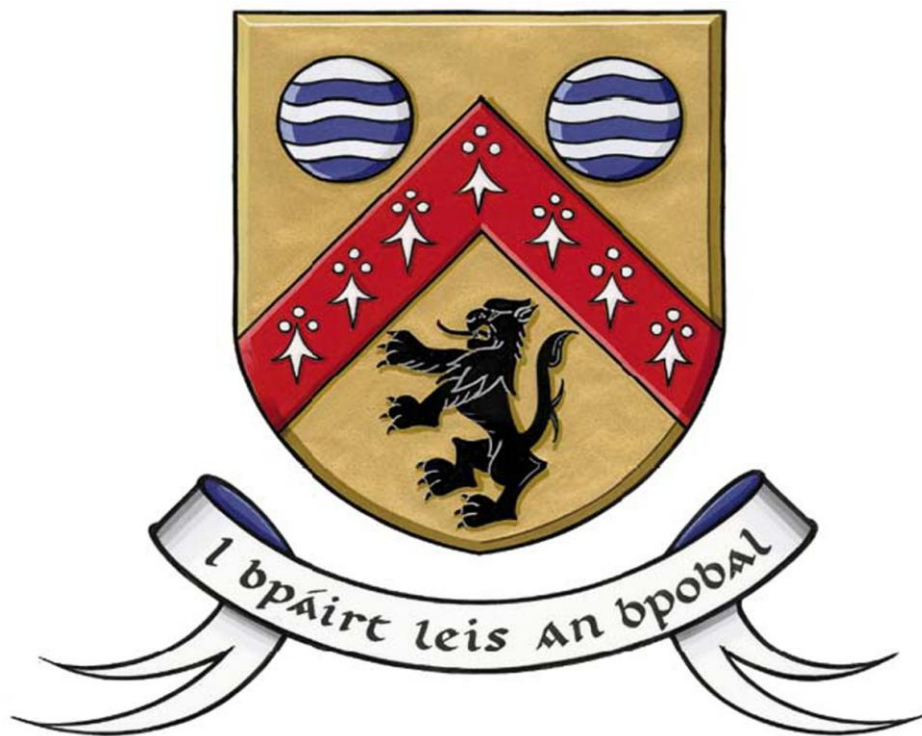


Laois County Council

Comhairle Chontae Laoise



Planning & Transportation Strategic Policy Committee

Draft Policy Document Shop Fronts

Shopfrontages

Proportions

- The design of the frontages of shops, offices, restaurants etc. should be based on a carefully considered composition of traditional elements at ground level – fascias, shop window, door, stallrisers, pilasters and advertising signs
- The proportions of any shopfront and fascia should complement and balance the complete frontage and particularly on listed buildings.
- Retain or reintroduce traditional high level windowheads and shallow fascias
- The whole building needs to be considered when a new shop front is designed, not just the ground floor. However, new shopfronts should not be permitted to extend into the floor above unless this is part of the original building
- Original fascia should be retained where possible



Uniformity should be encouraged in some cases to establish a sense of continuity



Modern shop design which is successfully incorporated with the traditional



Maintaining the traditional with modern elements



Detail of design

- In order to encourage individual approaches to design of shopfronts, it is important to have variety. Each shop front can have an individual approach but based on traditional proportions, materials and details.
- Designs for traditional and historic properties must be historically and architecturally accurate and reflect local styles and traditions wherever possible

- It is appropriate in terraces that shopfronts can be designed to retain uniformity. Fascia levels and pilasters should be common to all units, but there is an opportunity for different approaches to individual shopfronts
- Shop front design for modern buildings can present a good opportunity to add examples of the architecture style of the present time into the townscape. which incorporates elements of the traditional.
- It is an essential requirement for any shopfront that quality of design, materials and workmanship are applied throughout.
- Consideration must be given to the detailed design and materials of the stallrisers and pilasters.



Attention to detail



Attention to detail



Poor quality design

Materials

- Only traditional and natural materials should be used in construction of shopfronts for traditional or historic buildings – timber, stone, marble, slate, brass and cast iron are traditional materials.
- Traditional shopfronts still exist in many parts of Mountmellick. These should be retained and repaired wherever possible
- The materials used in any shopfront or sign can greatly influence the contribution which they make to the quality and appearance of a conservation area. Natural stone is considered the appropriate material for pilasters and stallraisers where the overall façade is of prime importance and the upper floor façade is stone. Complete timber frontages are also welcome which can be stained or painted.
- Other materials may be used but the extensive use of tiles or render is discouraged which can detract from the overall appearance of the area



Good quality shopfronts on new shop units



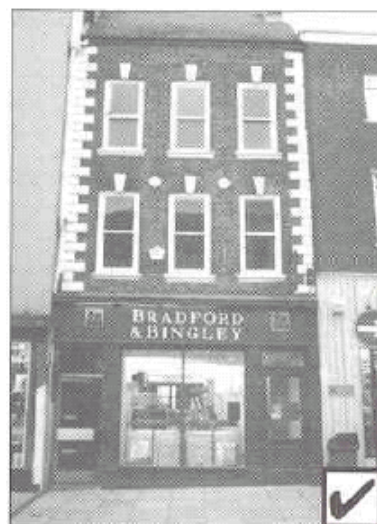
Poor quality use of materials can detract from the area as a whole

Shopfront Fascia Signs

- Perspex fascia signs and boards can look cheap and often spoil the appearance of a street
- The depth of the fascia should normally be greater than one quarter of the height of the pavement level to the bottom of the fascia. Fascias should be of good quality materials and appear to be an integral part of the design of the shop front and the building.
- Hand painted fascias are appropriate in historic areas. The fascia should only state the trade related to the premises and preferably the street number.
- Alternatively, individual letters could be mounted onto the fascia. Glossy Perspex will not be acceptable on listed buildings
- Illumination of signs or advertisements
- External illumination of signs or advertisements on listed buildings will only be considered if it makes a positive contribution to the areas as a whole. Amount must be sympathetic to the building and the streetscape. Internally illuminated fascias, lettering will not be permitted within areas of conservation or on listed buildings



Inappropriate, oversized Fascia



Fascia in proportion to overall shopfront



Attractive shopfront



Attractive shopfront

Shopfront Security

- Solid grills are not encouraged – discourage pedestrian activity (window shopping, increase opportunity for vandalism)
- Open Mesh blinds are more appropriate which can be demountable or on a roller. The grill and box must form part of the overall design and must be recessed behind the fascia. Projecting grill boxes (where appropriate) should be camouflaged by timber detailing or some other appropriate measure.
- The installation of alarm boxes can be used subject to appropriate size and position
- Security measures on listed buildings can be in the form of:
 - Demountable mesh grills
 - Laminated glass
 - Internally-mounted brick-bond shutters

