

SHOPFRONT DESIGN GUIDE



DUBLIN CORPORATION PLANNING DEPT



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◀ One of a growing number of contemporary shopfronts in Dublin



PREFACE

The vital contribution and importance of the retail sector to Dublin's economy and to the city's unique identity is acknowledged by Dublin Corporation. Ongoing environmental improvement in the public domain underpins the Corporation's commitment to supporting the retail sector. The recent upgrading of Henry Street, for example, has dramatically improved the ambience of the street, and has also increased turnover for shop owners.

Shopfronts form an important part of a street's character as they constitute a highly visible part of the building at street level. Shopfronts which are well designed and well maintained make for a more attractive street for the shopper and passer-by. Poor-quality shopfronts, on the other hand, damage the public perception of a street. Dublin Corporation is concerned, therefore, to further an awareness of good shopfront design.

The Corporation published its first shopfront design guide over ten years ago. Since then significant improvements have been achieved in this area. However, improved design standards, both internationally and locally, demand that we constantly renew our commitment to raising standards. This new shopfront design guide proposes to do just that. It is intended as an advisory document, to provide assistance to retailers and their design advisors when considering shopfronts.

◀ Well-designed shopfronts make for a more attractive street for the shopper and passer-by

JOHN FITZGERALD, City Manager
November 2001





INTRODUCTION



Retailing is crucial to Ireland's economic well-being and to that of its cities, towns and suburban villages. Dublin has a rich and varied retail character, ranging from the dominant shopping core of the city centre to the clustered groups of smaller local shops of the inner and outer suburbs. In each context the shopping area is fundamental in economic terms, but is also critical in defining the physical character of place.

The retail core of Dublin, consolidated around the main spines of Grafton Street and Henry Street in the heart of the city, is the premier shopping area in the State. Its strategic location, rich pattern of interconnecting streets, varied building fabric, and attractive pedestrian environment combine to create a retail character which is unique to Dublin. Despite increasing pressure from major out-of-town shopping centres in recent years, Dublin city has attracted considerable retail investment. This has been complemented by significant levels of public investment directed to improving the environment of the public domain. The publication of the first shopfront design guide by Dublin Corporation in 1990 was one such measure.

◀ ▲ Well-designed shopfronts present a high-quality image to the shop and to the street



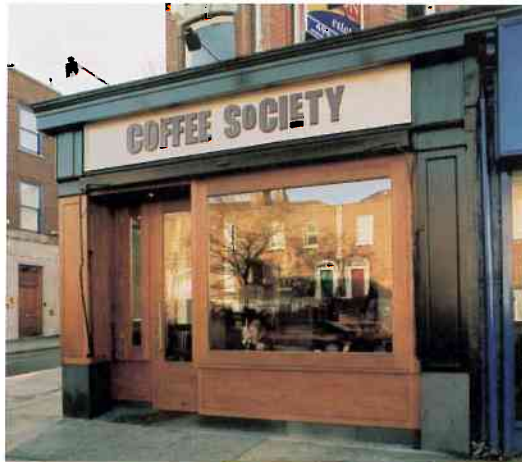
IMPORTANCE OF SHOPFRONTS

Shopfronts are one of the most important elements in determining the character, quality and perception of retail streets. Dublin is fortunate in having both a large number of original traditional shopfronts, and a growing number of well-designed contemporary shopfronts which complement the varied architectural character of the city's retail buildings. The Corporation is concerned to promote good-quality shopfronts, and to encourage a discipline in this area which acknowledges the basic principles of good shopfront design.

PURPOSE OF NEW GUIDELINES

The purpose of this booklet is to provide assistance to designers, retailers and planners alike in identifying and implementing the principles of good shopfront design. It elaborates on the guidelines given in Appendix 11 of the *Dublin City Development Plan 1999*, and is intended as a comprehensive and illustrated policy document. While the majority of the illustrations are of shopfronts in the city centre and inner suburbs, the principles outlined in the guidelines are equally applicable to shopfronts throughout the Corporation's administrative area.

◀ ▶ The rich and varied character of Dublin shopfronts





PLANNING POLICY



▲ Encouraging good contemporary shopfront design is central to Corporation policy

◀ The rich and ornate detailing of a traditional pub shopfront – an important part of our architectural heritage

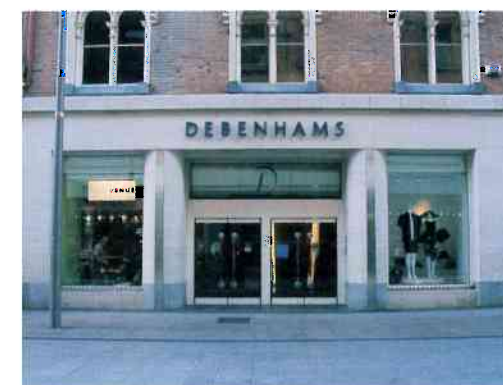
INTRODUCTION

Every proposal to upgrade or replace a shopfront presents an opportunity to improve the appearance both of the building to which the shopfront relates and the streetscape. The necessary works require planning permission, and an architect with expertise in this area should be engaged for any such proposal. Corporation policy encourages shop owners to consider the wider context in developing proposals in relation to their shopfronts. Initially, however, the shop owner will be faced with a major decision – whether to retain the existing shopfront or to construct a new one. The outcome should be influenced by consideration of the following policy.

CORPORATION POLICY

The policy of the Corporation in relation to a specific shopfront proposal will be dictated by a number of different considerations. In certain instances it may be desirable to retain the existing shopfront, while in others, replacement with a contemporary design will be more appropriate. The two approaches are outlined as follows:

- 1 – Protecting traditional and original shopfronts
- 2 – Encouraging contemporary design





▲ Regular maintenance keeps this old shopfront in perfect condition and worthy of conservation

◀ The elegant proportions and rich detailing of this modern pub shopfront echo the strength of traditional shopfront design

◀ The crisp and streamlined design of these modern shopfronts have strongly defined frameworks

1 – PROTECTING TRADITIONAL AND ORIGINAL SHOPFRONTS

Dublin has a good number of traditional shopfronts, some of which are part of protected structures. (Please refer to the list of protected structures in the *Dublin City Development Plan 1999*, pp 182-264). It is Corporation policy to encourage the retention and reuse of all good-quality traditional shopfronts, whether protected or not. Regular inspection and maintenance is essential to avoid serious defects and decay.

Where alterations are being proposed to traditional shopfronts, care must be taken to ensure that they are in keeping with and do not detract from the integrity of the original design of the shopfront. Specialist conservation advice should be sought when dealing with alterations, repairs and improvements to traditional shopfronts, particularly those in protected structures.

The use of reproduction, traditional-style shopfronts should generally be avoided unless dictated by the context. In that instance, authentic, traditional design and detailing, and a high standard of craftsmanship are required. Appropriate elements may be copied from adjoining buildings or others of similar age.

2 – ENCOURAGING CONTEMPORARY DESIGN

There is a growing number of good-quality modern shopfronts in Dublin. The design of these shopfronts tends to be crisp, simple and streamlined. While less ornate than their traditional counterparts, the more successful designs comprise strong 'frameworks', including a well-defined fascia panel, pilasters and a strongly defined base (known as a plinth or stallriser). While natural materials such as timber, stone and plaster are common to both traditional and modern shopfronts, contemporary materials such as stainless steel and anodised aluminium are often used to good effect in contemporary designs. The Corporation wishes to encourage good-quality contemporary shopfront design, and to that end, the following guidelines embrace a wide range of design options.

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MEAGHER'S CHEMIST

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PRESCRIPTIONS

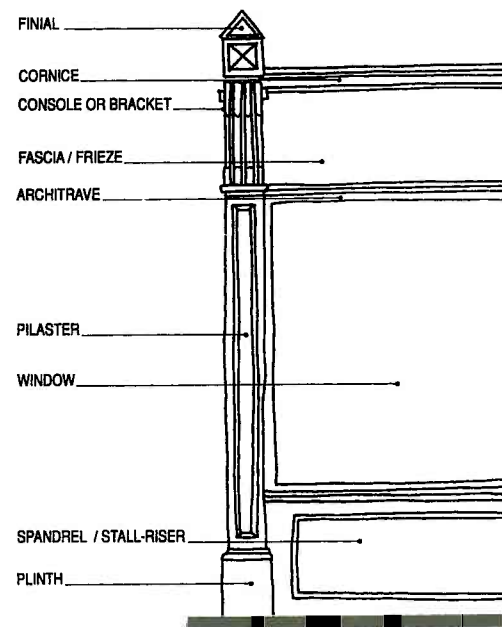


VICHY

LANCÔME



SHOPFRONT DESIGN



- ▲ The elements of the traditional shopfront
- ◄ This traditional shopfront provides clear identification of the shop and well-defined display areas.

FUNCTION OF THE SHOPFRONT

The shopfront has a number of important functions in a streetscape, and these need to be borne in mind when approaching shopfront design. The primary function of a shopfront is to identify a retail premises within a street using a combination of name sign and window display. The shopfront also has an important role in expressing the architectural character of the building at ground-floor level. Both the commercial and architectural functions should be addressed in the design process. This section deals with the guiding principles, essential elements and various details relating to shopfront design.

THE SHOPFRONT STRUCTURE: DESIGN ELEMENTS

An understanding of the constituent elements of the shopfront is a valuable prerequisite to the subject of shopfront design. The basic structure, derived ultimately from Classical architecture, consists of relatively few elements (illustrated alongside):

- cornice
- fascia
- pilasters
- stallriser.





- ▲ The scale, architectural detailing and colour of this traditional shopfront provide an appropriate ground-floor expression of the building overhead
- ◀ Maintaining the original height and line of details common to these adjoining shopfronts is key to their compatibility with the buildings overhead and with each other
- ◀ These adjacent shopfronts relate to each other and to the upper part of the building in proportion, scale and alignment. This gives each shop an identity while achieving a visual coherence in the streetscape.

GUIDING PRINCIPLES

Shopfront design should be guided by the following principles.

1 – THE SHOPFRONT IN CONTEXT

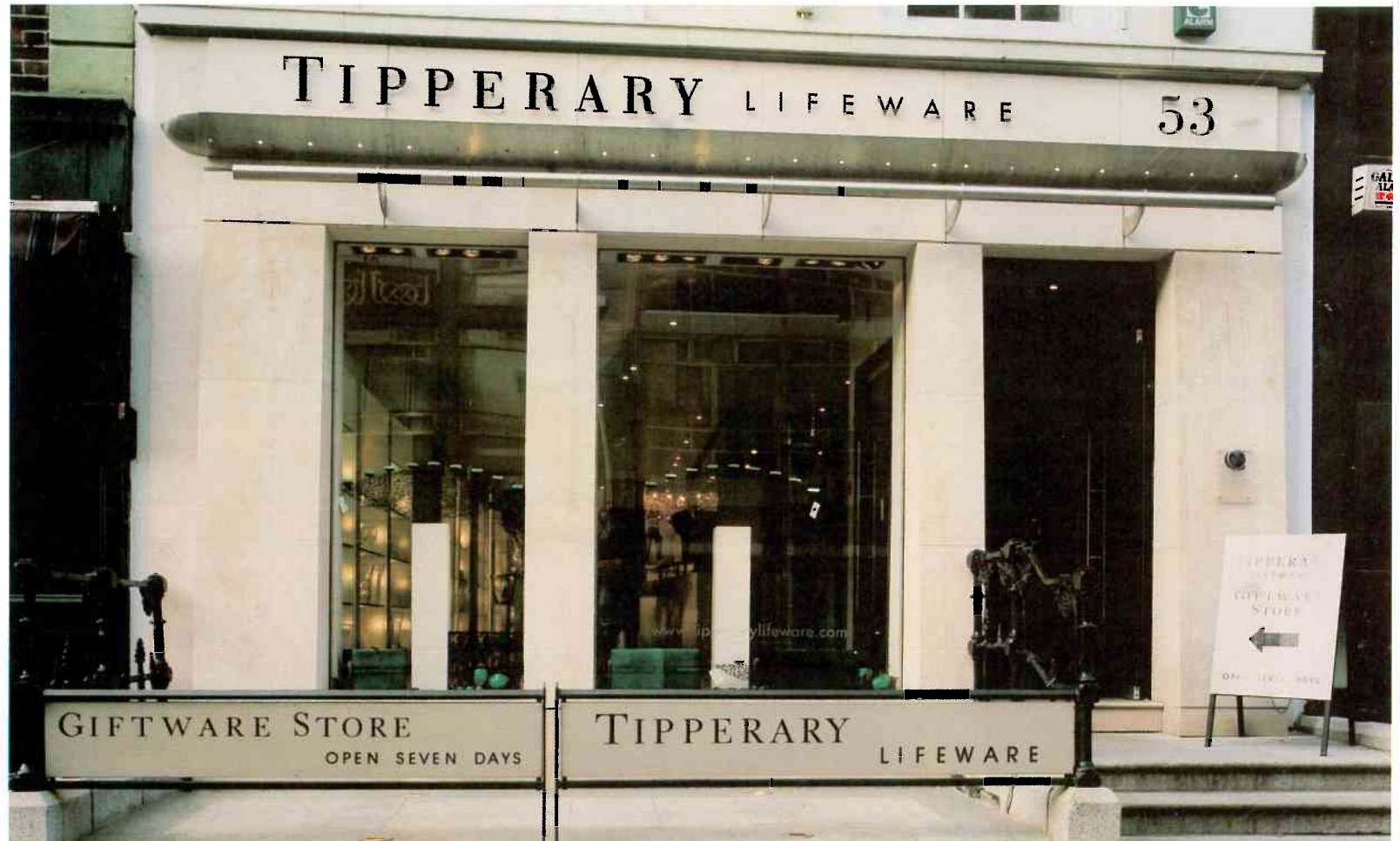
A shopfront is not an independent entity. It is an integral part of the building to which it relates, and, as part of that building, to the adjoining buildings and shopfronts in the streetscape. Therefore, the starting point for the design of the shopfront must be its architectural context – its relationship to the building overhead and to adjoining buildings. For this reason, a corporate retail image – with standardised shopfront design, corporate colours and materials – is rarely appropriate in an urban streetscape. Compatibility with individual buildings and with the street scene will be considered more important than external uniformity between the branches of one company.

2 – RELATIONSHIP TO THE BUILDING OVERHEAD

The design of a new shopfront should relate to the architecture of the building of which it forms a part. It should relate to the upper floors in proportion, scale and alignment. Features of the building such as string-courses, arches, etc are elements which may be reflected in the details of the scheme. The proportions of the individual elements of the shopfront may also be suggested by the composition and proportions of upper-floor details and window openings.

3 – RELATIONSHIP TO ADJOINING BUILDINGS

New shopfront design must respect the scale and proportions of the streetscape by maintaining the existing grain of development along the street and respecting the appropriate plot width. The character of city-centre buildings in Dublin derives from a narrow plot width and a strong vertical emphasis to the buildings. It is important to reflect this vertical emphasis in the shopfronts. Elevational modelling and vertical division or features should break up long horizontal façades. Appropriate alignment and proportions of elements may be suggested by similar elements in adjacent shops.



▲ Contemporary shopfront detail tends to be more streamlined, but is nonetheless visually strong. Note the plane differentiation here which defines the pilaster and fascia panel.

► Examples of shopfronts with strongly defined frameworks in different modern styles





▲ The balanced proportions and simple contrasting colours create a striking framework to this shopfront. Note the strongly expressed cornice to the top of the fascia panel

▼ Examples of simply detailed and visually strong shopfront frameworks. Note the articulation of the different elements. (Illustration on right is an example in London.)



ESSENTIAL ELEMENTS

The following points provide a guide to designing a shopfront. (See also Appendix 1.)

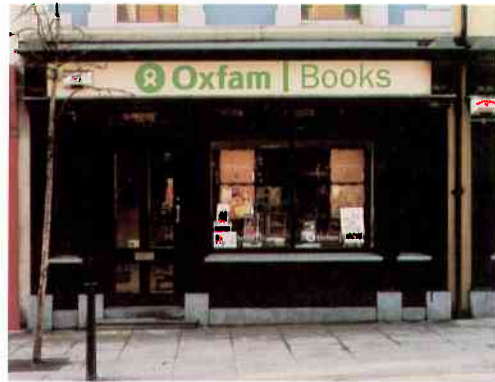
I – NECESSITY FOR A STRONGLY DEFINED FRAMEWORK

It is important to create a good visual frame for the shopfront. This frame will generally be formed by the cornice, pilasters, fascia and stallriser, and should be treated as one coherent unit. The detailing of each of the constituent elements is critical to the visual strength of the framework and to the successful functioning of the individual elements.

■ **CORNICE** – The cornice is a narrow, projecting detail over the fascia. Its functions are to keep rain off the fascia sign and to provide a strong definition to the top of the shopfront. It is, therefore, critical from a visual view point.

■ **PILASTERS** – Pilasters are rectangular columns projecting slightly from the face of the building. Sometimes they stop underneath the fascia panel, but often they run up to the cornice and act as ends or brackets/consols to the fascia board. Traditional bracket design was often very elaborate, with scrolls and fluting. The top of the pilaster is often capped (with a finial) to stop the penetration of water. Pilasters should always sit on a plinth, usually of stone or plaster.





- ▲ An over-deep fascia has been cleverly disguised here with the use of a glazed sub-fascia panel

- ▼ Stallrisers / plinths give definition to the base of a shopfront. Their absence places greater emphasis on the design of other exterior and interior elements.



Pilasters give vertical definition to the shopfront and are critical in reflecting the pattern or grain of buildings in the streetscape. Where premises are linked internally, it is important that the architectural integrity of the individual units is expressed externally with pilasters provided between each unit. Existing original pilasters should not be removed or clad, and damaged pilasters should be repaired or reinstated.

- FASCIA – The function of the fascia panel is to carry the shop name and street number. Fascia panels should be of a depth appropriate to the size of the building and the proportion and length of the shopfront. (Normally, fascia depth should not exceed a quarter of the distance between the fascia's lower edge and the pavement.) A single fascia should not be used to link buildings of different architectural identities. The lettering should always be in scale with the fascia panel.

An over-deep fascia can spoil a shopfront. Its reduction to a more appropriate scale can be problematic due to a dropped internal ceiling height, an existing RSJ, or security shutter housing. Where it is not possible to relocate offending structural elements, the visual impact can be lessened in a number of ways (see Appendix 2).

- STALLRISER – The stallriser is the horizontal element between the bottom of the window and the ground. It is desirable to include a stallriser of at least 30cm to 60cm in height, to give a strong visual base to the shopfront and to protect the window from ram-raiders, splashing and road dirt. Stone and plaster are the most common materials, but where timber stallrisers or pilasters are used, a small recessed stone plinth should be provided between the timber and the ground.

Stallrisers are often omitted from contemporary designs to maximise the

impact of the display area or for simplicity of form. This can produce a very stylish effect, but its visual success is heavily dependent on the use of high-quality external and internal materials and detailing. The omission of the stallriser will, therefore, only be considered appropriate in instances where this has been achieved.

2 – NECESSITY FOR WINDOWS AND DOORS

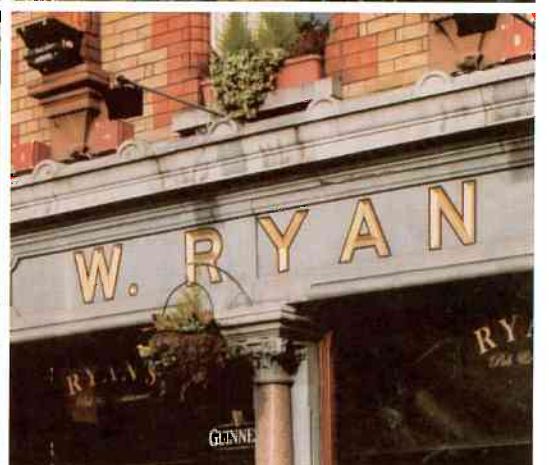
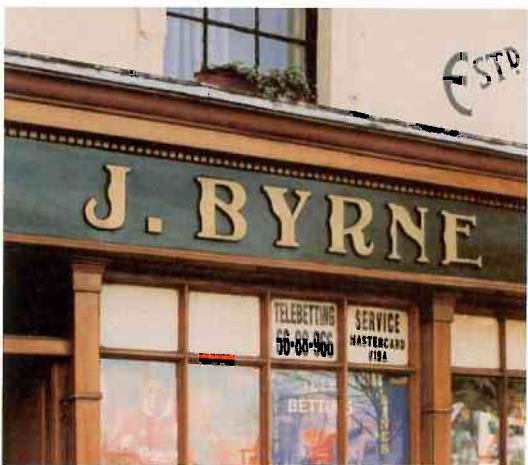
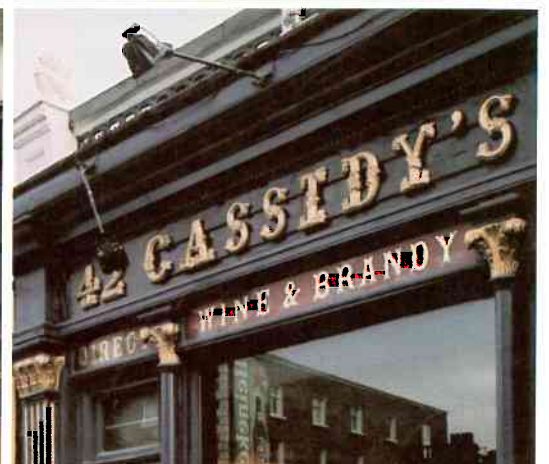
Windows and doors are vital parts of the shopfront, and their removal or omission from shopfronts is unacceptable as it dilutes the visual strength of the building at ground level, and that of the streetscape. Direct trading onto the street through a gap in the shopfront, or otherwise, is generally unacceptable for the same reason, but also because it changes the nature of the retail character in the street.

The appropriate proportions of windows and doors are likely to be suggested by the proportions of openings in the upper part of that building and by adjoining buildings. It is advisable to design doors and windows in sympathy with other features of the building – for example, lining up the height of the stallriser to pilaster plinth height. If a shop is part of a terrace, it should reflect the established pattern of openings and proportions so that it does not undermine the visually coherent streetscape.

While there is a trend for very busy shops to consider widening the entrance or entrances to their premises, it is critically important that the dimensions of the openings are kept in scale with the building and adjoining buildings.

- ▼ The presence and appropriate scale of door openings are essential to the visual strength of the shopfront







◀ ▶ ▼ Clear, uncluttered signage as an integral part of the shopfront design is the most effective identification for a premises

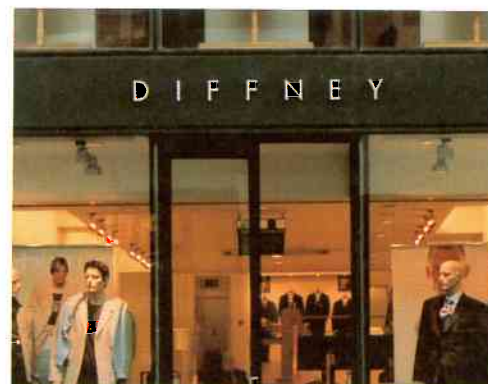
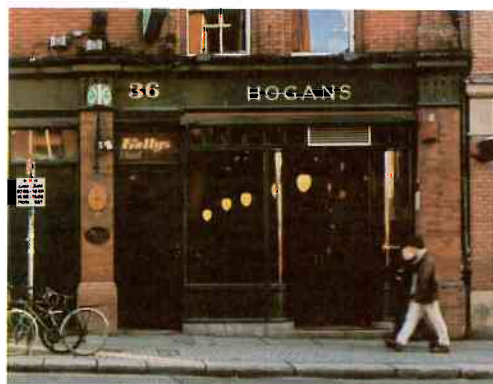
VARIOUS DETAILS

1 – SIGNAGE

The main objective of signage is to identify a premises and its occupant, and shopfront designs should provide for identification as an integral part of that design. In order to avoid visual clutter, the number of attachments to a premises should be minimised. Using the public footpath for advertising or supplementary signage is unacceptable.

- **FASCIA SIGNS** — In general, only the name and street number of the shop should be on the fascia panel. The details of the sign – its form, scale, colour and materials – should be complementary to the design of the shopfront. These details should form part of the planning application. Signs comprising individually mounted lettering or handpainted lettering are the most popular and generally appropriate solutions. Box signs, particularly where they are internally illuminated, are generally unacceptable.

Letter design should be simple and legible. The dimensions of the fascia should dictate the size and height of the letters. Letters of more than 40cm will not normally be acceptable. The material for the letters should complement the materials in the shopfront. Illumination should be discreet, either by concealed neon tubing where the fascia detail permits, or by rear illumination of the individual letters. Spotlights should only be considered where they can be





- ▲ Symbols associated with particular uses are more acceptable in the limited instances where projecting signs are considered reasonable.
- ▶ A 'standard' corporate image is adapted successfully to complement the character of the building



discreetly located, where the supporting arms are short and the hoods of the lights are treated to match the background.

- **PROJECTING SIGNS** — In general, projecting signs will not be permitted in order to avoid clutter in the streetscape. In exceptional cases, where they are considered appropriate by reason of the out-of-the-way location of the premises, they should be designed more as artistic features, using high-quality materials and design. The use of symbols associated with a particular use is more acceptable for this type of signage.
- **BANNERS AND FLAGS**— Banners and flags are considered to be unsuitable forms of identification, and will not be permitted.
- **CORPORATE SIGNS** — Companies must accept that corporate signs, logos, colour schemes or shopfront designs will not be permitted to override compatibility with individual buildings. The character of the building, its materials and colour scheme, and those of adjoining buildings will determine the appropriate design response in any instance.

▼ Bronze, steel and plaster are used to good effect in this successful contemporary shopfront.



2 – MATERIALS

A wide range of materials is suitable for use in shopfronts. The material chosen, its colour and texture, should complement the architectural character of the building and integrate with the overall visual unity of the streetscape.

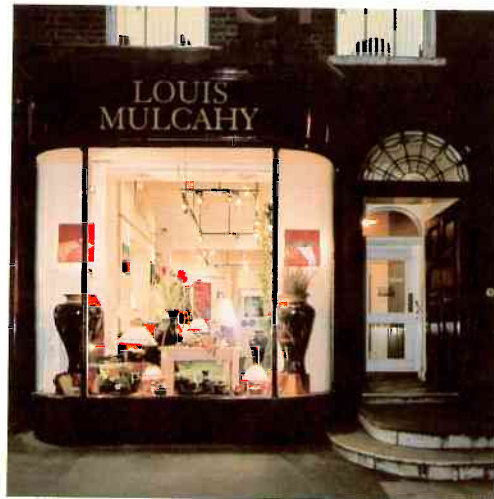
Whether a traditional or contemporary shopfront, achieving a quality, durable finish should be a prime consideration. The standard and detailing of a material have a significant impact on its appearance. A high level of attention to detail and craftsmanship is required to achieve a quality appearance, particularly where traditional shopfronts are concerned. Materials like stone, steel and aluminium, particularly appropriate in a contemporary context, can be visually bland, especially when used in a single plane. This can be avoided by modelling and detailing.

The use of quality flooring materials at the entrance to shopfronts is very important, particularly where these are recessed. Generally, a dark-coloured stone works best. Materials such as small, light-coloured ceramic tiles, terracotta tiles, etc, tend to be inappropriate for the public domain.

- ▶ Careful choice of colour in shopfronts ensures harmony with the rest of the building



- ▼ Good night-time lighting provides effective security in some instances



3 – COLOUR

The colour of a shopfront and the colour of materials chosen for a shopfront should be determined by the need to harmonise with the rest of the building and the streetscape. Colours that create an overly strident visual effect should be avoided. The use of stains and varnishes on timber shopfronts is better avoided as a high-quality finish is seldom achieved, and maintenance can be problematic in Irish weather.

4 – SECURITY

Providing security for their premises is an issue for most retailers. In the past, shopfronts were protected either by timber shutters which formed part of the shopfront framework, or by detachable open-mesh metal grilles which could be removed during opening hours. The visual impact of both methods was minimal and generally complementary to the appearance of the shopfront. Contemporary security methods,



▲ A sliding open-mesh gate provides effective after-hours security for this recessed entrance.

▼ Solid, heavy-gauge roller shutters set back behind the line of the window display allow for window-shopping after hours. An open-mesh shutter would be a further improvement.



▲ A permanent, fine, open-mesh grille fitted to the inside face of the window, and a removable half-grille outside allow the window display to be seen clearly from the street.

▼ Discreetly mounted CCTV cameras provide a visually acceptable security system for larger stores.



▲ Fine, open-mesh roller shutters on the inside face of the window allow a clear view of the shop's interior.

▼ Fine-gauge roller shutters set forward of the glazing allow the display to be seen after hours. Despite their slightness, a more elegant solution would be achieved if the shutter was located internally, behind the display area.



particularly close-gauge roller-shutters, are, by contrast, much more visually obtrusive, and can detract seriously from the appearance and ambience of a shopping street. For this reason, the use of roller-shutters will be severely restricted.

In choosing a security system, retailers must strike a balance between securing their premises and keeping the area attractive, particularly after normal shopping hours where window shopping can play an important role in generating night-time pedestrian activity. A wide range of security options is currently available which achieve this balance. These are detailed in Appendix 3 – ‘Securing the Shopfront’.

5 – CANOPIES

If the shopfront requires protection from the sun, a traditional-style, open-ended blind should be incorporated into the design of the shopfront with the blind box recessed. Perambulator-style, closed-end canopies seriously disrupt the streetscape, reducing the view to adjacent shopfronts, and are unacceptable. Shop names or advertising on the blind are not permitted.

- ▶ Sun shades or canopies, if required for shading, should be open-ended. The casing box should be fully recessed and not project beyond the line of the fascia panel.





▲ Elegant, slight-framed shopfronts are dependent on a high-quality interior design and layout. (This example is from London.)

6 – ACCESS FOR THE DISABLED

The design of shops should provide access for the disabled. This will require different design responses in different premises, but generally the removal of steps at the entrance is the most obvious point in this regard.

7 – VIEWS OF SHOP INTERIOR FROM THE STREET

Traditionally, the shopfront and enclosed window display area obscured the interior of the shop from street view. Contemporary shopfronts often emphasise the interior of the shop, making it visually significant from the street. If this is the case, the design of the interior becomes an important consideration in assessing the shopfront. The choice of materials and the internal layout should be determined by the need to complement the character of the building and shopfront.

8 – RETENTION OF ACCESS TO UPPER FLOORS

The elimination of an independent ground-floor access to the upper part of a building undermines the diversity of uses essential to living streets, and can even have serious consequences for the longer-term viability of the entire building. Corporation policy is to create a living city, with mixed-uses and multiple entrances generating street vitality. Generally, the removal of these accesses will not be permitted.

▶ Retention of separate access to the upper floor is essential for the long-term viability of the building and for living streets



- ▶ Internal lighting of the shop and window display facilitates after-hours window shopping and creates warmth and colour in the street
- ▶▶ External illumination is confined to subtle backlighting of the name sign. Soft internal lighting is used to good effect.



9 – ILLUMINATION OF SHOPFRONTS

The illumination of the interior and exterior of shop premises requires careful consideration to ensure that the lighting is not overly dominant in the streetscape. Internal lighting of window displays plays an important part in facilitating after-hours window-shopping and creating warmth and colour in the street. The choice of lighting is key to avoiding an overly strident impact. External illumination of the shopfront should only be considered where the lighting can be subtly concealed by feature details of the building. Spotlights which are supported by projecting arm brackets are to be avoided.

10 – VISUAL AND/OR PHYSICAL OBSTRUCTION OF THE SHOPFRONT

Locating storage containers outside the shopfront (for example, bulky delivery boxes outside newsagents) is unacceptable. Provision for this facility should be made internally.

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APPENDIX I

SHOPFRONT DESIGN

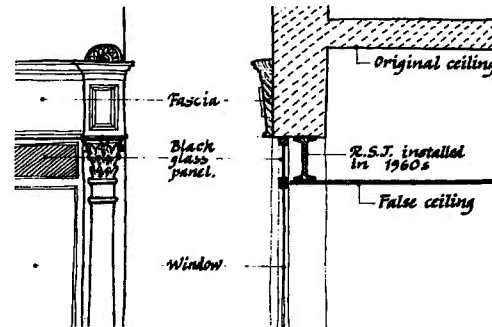
CHECKLIST OF BASIC POINTS TO CONSIDER

- 1 Any new shopfront or material alteration to an existing shopfront or new signage requires planning permission. It is advisable to seek the advice of the Area Planner prior to making an application.
- 2 Shopfronts should relate to the building overhead in terms of design, proportions and materials.
- 3 Over-deep fascias spoil shopfront proportions. If it is not possible to reduce the depth of a fascia for structural/cost reasons, introducing horizontal bands within the fascia can mask its depth.
- 4 Security shutters, if required, should be located behind a window display. Window displays should be lit at night.
- 5 Handpainted or individually mounted lettering are recommended for fascia signage.
- 6 Careful selection of shopfront colour, signage and lighting, and details such as flooring material and door handles can make a positive impact without major costs.
- 7 Projecting signs clutter a streetscape. If badly located or poorly designed, they can block views of signage on adjoining premises and can detract from the building on which they are located.
- 8 Corporate colours may not be appropriate to the character of the building or street. Their use may be restricted for this reason.
- 9 A separate access to the upper floors of shops provides opportunity for other commercial or residential development at that level. Development of such access will be encouraged.
- 10 Good shopfront design enhances the shopping environment, leading to increased profits for traders.
- 11 Every owner can contribute to the upgrading of an area by installing a good-quality shopfront.

APPENDIX 2

OVER-DEEP FASCIA

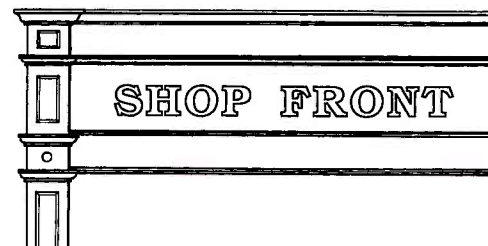
The following illustrations suggest a number of ways of dealing with the design challenge posed by an over-deep fascia.



- ◀ Rather than extend the fascia to cover the area of the RSJ, a sub-fascia panel is created and treated in a dark-coloured or opaque glazing



- ◀ In this instance, the sub-fascia is subdivided vertically, giving the appearance of increased height to the shopfront



- ◀ In this example, the fascia is subdivided horizontally to reduce its impact

APPENDIX 3

SECURING THE SHOPFRONT

There is a wide range of security options available which strike a balance between securing the premises and maintaining an attractive appearance. This balance is particularly important after normal shopping hours, when window shopping can play an important role in generating weekend and night-time activity. The different security options are:

■ SECURITY GLASS

Laminated and toughened glass provide good protection from vandalism to shopfront glazing.

■ STALLRISERS

Stallrisers – solid plinths below the shop window – provide an important security function in resisting would-be ram-raids, particularly where the plinth is reinforced.

■ ALARMS, SENSORS AND CCTV

An alarm is one of the most subtle and effective security measures if carefully monitored. Alarm boxes should be sensitively located so as not to be too obtrusive, and the colour of these boxes should be carefully chosen to avoid clashing with the colours of the shopfront. Sensors on the windows can be linked to an alarm or a CCTV to provide for a more comprehensive security system.

■ TIMBER SHUTTERS AND GRILLES

Externally fitted detachable timber shutters used on the traditional shopfronts are designed as part of the shopfront framework. They provide effective protection for retail premises without detracting from the appearance of the shopfront.

Detachably fitted iron grilles and internal open mesh grilles, fitted behind the glass, are also effective and visually unobtrusive.

■ ROLLER-SHUTTERS

Roller-shutters have become a commonly used security option in the retail domain, but often have a negative impact on the appearance and pedestrian experience of shopping streets. This is particularly the case where the shutters are the solid, perforated or punched lathe type, and are fitted to the outside of the shopfront window. The future use of roller-shutters will be severely restricted, as follows:

- 1 The external fitting of roller-shutters where the casing box projects beyond the line of the shopfront is unacceptable in all areas of the city.
- 2 In general, roller-shutters will only be considered acceptable where they are located behind the window display area.
- 3 Shuttering to the front of the building façade will only be permitted in exceptional circumstances. This will be determined by consideration of the following factors:
 - whether the shop is in a sensitive area
 - whether the shop is in a high-risk area or constitutes a high-risk user
 - whether there is evidence from insurers that other types of shutter would not be acceptable for insurance purposes
- 4 Roller-shutters on the inside-of the shopfront window will be permitted only where the premises is located in an area with low pedestrian volume and if a very fine density open mesh shutter is utilised. Where perforated or punched lathe roller-shutters are approved, internal lighting of the display area will be required during the times the shutters are lowered. In this latter instance, the shutter should be-positioned in such a way that no part of the shutter or its casing extends beyond the face of the building. The colour of the shutter should complement the colour of the shopfront materials.

SHOPFRONT DESIGN GUIDE

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DUBLIN CORPORATION

Civic Offices, Wood Quay, Dublin 8
tel 01-6722151
fax 01-6795382
web-site www.dublincorp.ie



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FEATURED SHOPFRONTS

Regent Barber, Fownes St, Temple Bar, Dublin 2	1	Clean Clean, South Circular Road, Dublin 8	22
Haus, The Green Building, Crow St, Temple Bar, Dublin 2	2	Eliza Blue, Wellington Quay, Dublin 2	22
Butler's Chocolate Café, Wicklow St, Dublin 2	4	Dixon Hempenstall, Suffolk St, Dublin 2	22
Brown Thomas, Grafton St, Dublin 2	6	Cassidy's, Camden St, Dublin 2	22
Clerys, O'Connell St, Dublin 1	7	J Byrne, Leeson St Upr, Dublin 2	22
Pravda, Liffey St Lr, Dublin 1	8	Milano, East Essex St, Dublin 2	22
Lacoste, Wicklow St, Dublin 2	8	W Ryan, Parkgate St, Dublin 8	22
Palace Bar, Fleet St, Dublin 2	8	Pravda, Liffey St Lr, Dublin 1	23
Coffee Society, Ranelagh, Dublin 6	9	Hogan's, Georges St Lr, Dublin 2	23
Pasta di Milano, Ormond Quay Lr, Dublin 1	9	Diffney's, Mary St, Dublin 1	23
The Bridge, Ormond Quay Upr, Dublin 1	9	Jack Nealon, Capel St, Dublin 1	23
Cuba, Trinity St, Dublin 2	9	Regent Barber, Fownes St, Temple Bar, Dublin 2	24
Sweney's, Lincoln Place, Dublin 2	9	Berry Bros & Rudd, Harry St, Dublin 2	24
J Byrne, Leeson St Upr, Dublin 2	9	Spar, Church St, Dublin 7	24
Arnotts, Middle Abbey St, Dublin 1	9	Haus, The Green Building, Crow St, Temple Bar, Dublin 2	25
Sandymount Pharmacy, Dublin 4	9	Jigsaw, Grafton St, Dublin 2	26
Tourist Information, O'Connell St Upr, Dublin 1	9	Tipperary Lifeware, Dawson St, Dublin 2	26
W Ryan, Parkgate St, Dublin 8	10	Louis Mulcahy, Dawson St, Dublin 2	26
Thornton's, O'Connell St Lr, Dublin 1	11	Dixon Hempenstall, Suffolk St, Dublin 2	27
P McCormack & Sons, Burgh Quay, Dublin 2	12	Oman, Capel St, Dublin 1	27
Dunnes Stores, North Earl St, Dublin 1	12	Next, Mary St, Dublin 1	27
Tipperary Lifeware, Dawson St, Dublin 2	12	Marathon, Grafton St, Dublin 2	27
Debenhams, Henry St, Dublin 1	12	Brown Thomas, Grafton St, Dublin 2	27
The Hut, Phibsboro, Dublin 7	13	FX Kelly, Grafton St, Dublin 2	27
Meagher's Chemist, Baggot St Upr, Dublin 4	14	Fitzers, Dawson St, Dublin 2	28
Castle Market, Dublin 2	16	Nicole Farhi, London	29
The Bakery, Essex St West, Temple Bar, Dublin 2	16	Lacoste, Wicklow St, Dublin 2	29
Baggot Street Upper	16	Perk, Baggot St Upr, Dublin 4	29
La Pizza, O'Connell St Upr, Dublin 1	16	Foko, South Great Georges St, Dublin 2	30
M Kennedy & Sons, Harcourt St, Dublin 2	17	Dunnes Stores, Grafton St, Dublin 2	30
Tipperary Lifeware, Dawson St, Dublin 2	18		
Ross McParland, Donnybrook, Dublin 4	18		
Magee @ McSharry, Wicklow St, Dublin 2	18		
Fitzpatrick's, Grafton St, Dublin 2	19		
Clean Clean, South Circular Road, Dublin 8	19		
Aya, Clarendon St, Dublin 2	19		
Joseph, London	19		
Oxfam, Parliament St, Dublin 2	20		
Dixon Hempenstall, Suffolk St, Dublin 2	20		
Butler's Chocolate Café, Chatham St, Dublin 2	20		
Cuan Hanly, Essex St West, Temple Bar, Dublin 2	20		
Ecco, Wicklow St, Dublin 2	21		
Diffney's, Mary St, Dublin 1	21		
Perk, Baggot St Upr, Dublin 4	21		
M Kennedy & Sons, Harcourt St, Dublin 2	22		
Dish, Crow St, Temple Bar, Dublin 2	22		