GAILLIMH
TREOIRLÍNTE D’AGHAIDH SIOPAÍ & DO DHEARADH COMHARTHAÍ
Galway has a distinctive built heritage defined mainly by its medieval legacy. However, the city is not solely a site of heritage significance it also functions as an important commercial centre. The quality and range of shopping facilities located in the city centre enhances its attractiveness. Shop fronts are an integral part of this attraction.

It is important therefore to ensure that a good standard of shop front design is achieved either through conservation of traditional shop fronts or through promotion of good contemporary design. The City Development Plan 2011-17 aims to address this by including an objective to prepare design guidance on shop fronts and their associated features.

These guidelines fulfill this objective and have been prepared as a practical guide for retailers, developers and designers. Their focus is mainly on the city centre but there is also advice given on an area basis for Salthill, District and Neighbourhood centres.

These guidelines have been prepared by Howley Hayes Architects in conjunction with Galway City Council Planning Department.
INTRODUCTION

Shop fronts are a defining feature of historical streetscapes. They provide life, visual interest, social interaction and amenity to locals and visitors alike through the practice of commerce. For a city like Galway that was founded on medieval trading, the surviving buildings provide an important source of living history.

In their simplest form, shop fronts are little more than a door and a window on the ground floor of a building. Historically this was a dwelling house on the upper levels of which the trader and his family lived. What we recognise as a traditional, purpose-built, shop front today evolved from the shop fronts of the nineteenth century, when small door and window openings were widened by introducing a large beam called a bressumer. This allowed shopkeepers to create a much larger shop window to display their wares and attract custom.
Maintaining the much older practice of the market stall, many early shop fronts included stall risers against which they could set out a table to include an exterior display area.

As glass technology developed during the twentieth century, ever-increasing sizes of plate and laminated glass allowed shop windows to become larger in their design. This has led to a greater emphasis on very minimal detailing, which if not well designed, can sometimes appear to be incongruous in an old building.

Shop fronts are vulnerable to frequent changes in commercial activity that affects most large town centres. Needs change over time and the new enterprises that arrive often seek to compete with their more established neighbours. Change, however, also presents opportunities to improve individual units, which will in turn enhance the wider streetscape to the benefit and enjoyment of both traders and public.

The simple principles set out in these guidelines apply equally to historic structures as well as contemporary shop fronts. The importance of context, balance, restraint and the use of good quality, durable materials is universal. New design should aspire to be of such quality that it will in time be considered a valuable part of the city’s heritage.

The historic core of the city together with other areas of special interest, have been designated as Architectural Conservation Areas and contain many protected structures. Each of these areas has its own specific character that derives from the individual buildings and their assembly in the form of streets. It is important that this valuable architectural heritage is conserved while allowing for the vibrant commercial and cultural activities of the city to flourish.
2 GALWAY CITY SHOP FRONTS

Galway City Centre has several distinct characteristics that have evolved over time and in understanding these much can be learned about how best to alter, improve or simply preserve these important qualities. Historic photographs of familiar streetscapes are often surprising as they record the very prominent levels of signage and advertising that existed a hundred years ago. They do, however, illustrate that this earlier signage was more sensitively designed and integrated than modern signage, which gives the impression that these early scenes were much less cluttered than our city streets have now become.
Historic and recent views of Shop Street
Most of the centre of Galway City follows a medieval pattern of narrow irregular streets with a remarkable degree of variation, albeit within a limited range of heights and widths. The majority of the buildings are between two and four bays wide and two and three storeys in height. Upper floor window proportions are for the most part rectilinear, following the classical model of the eighteenth and nineteenth centuries, but variations in floor levels mean that few align horizontally between adjoining buildings. Wall heads of some buildings terminate in parapets while others express their eaves and roofs, and any repetition is rare. Indeed the only consistent aspect of Galway shop fronts is their inconsistency and this is the main source of the intimacy and visual attractiveness they create.

The reason for this remarkable variation of building type lies in the older structures that lie behind many of the nineteenth-century facades, which bring their own historic constraints on the heights and widths of fenestration patterns and shop fronts. Evidence of these earlier buildings, some of which date from the sixteenth and seventeenth centuries, occasionally shows through to the street in the form of armorial crests and date stones, Gothic windows, Tudor hood mouldings and carved stone doorways. This collection of exposed medieval fragments is one of the treasures of Galway City as it preserves a rich historical record creating a great sense of depth in time.

Local distinctiveness is a phenomenon that has evolved through the use of locally sourced building materials and techniques. These are an important part of any historic townscape and should be understood and encouraged. Up until the second half of the twentieth century most urban buildings in Ireland were built of local stone or locally manufactured brick. In Galway the buildings were constructed of locally sourced limestone, which is dark grey in colour and relatively hard to work. As a result the majority of walls were of rubble limestone that was then plastered with lime and sand to keep out the rain, with only the door and window surrounds, quoins and or other decorative elements carved and left uncovered. The predominant traditional building materials in Galway City are therefore rendered walls, with limestone dressings, timber windows and largely imported natural slate roofs.

Historically the rendered external walls were left unpainted with only slight variations with the different sands used in the mix. In more recent times with the development of modern paints the use of colour has become popular, which in itself has seen a new local characteristic evolve. It is important that this simple palette of materials is respected and maintained. Stripping render to expose rubble stone or introducing exotic imported stone cladding, tends to stand out in an alien prominent way that detracts from local distinctiveness and tradition.
HISTORIC SHOP FRONTS

Fine stone traditional shop front with raised lettering and interesting display

Example sensitively altered with good paint & signage

Rare example of historic timber shop front

Simple front with good hand-painted, bilingual sign
3 PRINCIPLES OF GOOD DESIGN

The purpose designed and built shop front in Ireland, evolved from the early nineteenth-century onwards when the neoclassical style predominated. Many shop fronts from this period aspired to be tiny temple fronts designed to convey an impression of individuality, good taste and restraint to create an impression of long-establishment. The basic shop front components of pilasters, stall risers, brackets, friezes and cornices all had their classical precedent in the columns, plinths, consoles and entablatures of Greek and Roman buildings. The overall aim was to create an elegant and sophisticated frame to a picture window to attract custom, and which would integrate successfully with the floors above.

When designing a new shop front for an existing building, it is essential that the intervention at ground floor level be made to relate to the form and pattern of the building above. Failure to do so can result in a final composition that is poorly proportioned and looks misaligned and top heavy. It is important to retain/secure entrance door access to upper floors to enable their continued use.
Shop front design should consider these guiding principles:

**HARMONY** - the new shop front should always relate successfully to its neighbours and the floors above it as part of an harmonious whole

**CLARITY** - make sure the overall composition of the new shop front is balanced and a clear entity in its own right

**SIMPLICITY** - avoid complexity and over-elaboration – less is often more and clutter only gets in the way

**HISTORY** - when taking inspiration from the past the design of new shop fronts should be based on authentic traditional design and detailing

**MATERIALS** - use good quality natural materials such as – local stone and timber which will long outlast inappropriate modern materials like plastic, uPVC and aluminium

**LEGIBILITY** - signage should be properly sized and unfussy – small plain lettering is often more legible than large, cramped lettering

**VISIBILITY** - avoid cluttering a shop front with overcrowded merchandise, services and signage that detract from the merchandise

**DETAIL** - attention to detail to create good overhangs at the top and robust plinths at the base will reduce the need for maintenance and prolong life

**COLOUR** - use colour to add richness, variety and warmth – it should not be used to make a building or a shop front stand out
CLASSICAL INSPIRATION

Stone pilaster & entablature to William Street

Brackets to corner of High Street

Stone stall riser to premises along High Street

Classical details to Williamsgate Street facade
The design approach should include the following:

- Consideration of the location of the building within the streetscape. Care must be taken not to detract from the overall character of the city streets, especially in ACAs.

- Where new buildings or alterations to existing shop fronts are proposed, they should complement the prevailing character of the street in relation to proportions, materials, colours and details.

- Where modern shop fronts are proposed, they should seek to reinterpret the classical shopfront components, excellent craftsmanship and attention to detail for contemporary uses.

- New materials should complement the existing materials of the host building, and should be well-detailed and allow for flexibility with changes of tenancy.

- Shop fronts should not extend across separate premises, the established hierarchy and variations of building plot widths are important components of the streetscape.

- Removal and omission of windows or doors to facilitate direct trading onto the street is generally unacceptable.

- New designs should embrace the possibilities due to technological advances such as discreet lighting and expansive areas of glazing in ways that will enhance rather than compromise the existing architectural heritage.

- Special care should be taken in the integration of new fittings or wiring for services so that they do not detract from the appearance of the shop front or host building.
HISTORIC DETAILS

17th C. projecting window to corner of Cross Street & Quay Street

16th C. carved stone hood mouldings over windows to Cross Street, Quay Street & William Street

17th C. carved stone archway to High Street

16th C. carved stone archway to High Street
GOOD CONTEMPORARY DESIGN

Contemporary shop front on Williamsgate Street

Good example of contemporary shop front using high quality materials

Imaginative shop front on William Street

Traditional design with contemporary materials
4 SHOP FRONT ELEMENTS

4.1 Signage & Advertising
4.2 Canopies
4.3 Security Grilles & Shutters
4.4 Colour
4.5 Services & Lighting
4.6 Street Furniture
4.7 Accessibility
4.1 Signage & Advertising

There are many well designed and executed hand-painted signs on traditional shop fronts in Galway City. This rich craft of sign writing should be preserved and encouraged where appropriate. Excessive, often over-sized signage is a significant contributor to the deterioration of the visual appearance of Galway's main shopping streets. Well-designed signage enhances the architectural character of shop fronts and the streetscape. Too many signs in close proximity detract from each other, causing confusion. Oversized lettering is less powerful visually than smaller, well proportioned fonts within a generous surround. By following this guidance and the principles outlined below signs can be clear and attractive, more legible and effective in a way that will enhance the character of the shop front.

In general the following design principles apply:

• Signage should be of a high standard of design, finish and installation. Consideration should be given to the character of the streetscape and the scale of the shopfront. Signage shall be so designed to be an integral part of the building.

• Signs should be located where they will not obscure the architectural features of the building nor add visual clutter along the street.

• Lettering on signs and shop front fascias should be simple and legible and in proportion to the size of the sign. The use of hand-painted traditional lettering is encouraged.

• Bilingual signs are encouraged, using a distinctive Gaelic-style script in order to protect and promote the distinctive Gaeltacht culture and linguistic heritage of the city.

• Other traditional types of signs include raised fascia lettering, and gilded lettering under glass. These are also encouraged.

• Corporate branding of shop fronts should be adapted to respect the character of the shop front and the building facade while also sitting comfortably and unobtrusively within the character of the street.

• Signage and logos should be of an appropriate scale using good
quality materials. Colour choice should be restrained using tones that complement the surrounding streetscape.

- Transparent or painted lettering on glazing, when carefully designed, can be an effective way to advertise without compromising the overall appearance of the shop front.

- Avoid the excessive use of signs; posters and stickers particularly on shop front windows and doors. They create clutter, obscure shop displays and compete with architectural details.

- In general, no projecting signs shall be permitted. Consideration will only be given to small scale signs of this type that are integrated with the shop front.

- Signage is normally discouraged on upper floors. Lettering applied directly to glazing may be open for consideration where appropriate.
4.2 Canopies

Historically, canopies were used to protect goods displayed on the street from the sun or rain and were retracted at closing time. Now they are used more frequently to provide shelter for outdoor seating areas, particularly in pedestrianised areas. The City Council recognises that canopies play an important role in contributing to the vibrant street life of the city and the commercial viability of smaller premises. Canopies are required to be designed in accordance with Galway City Council’s Design Guidelines: Canopies. Under these guidelines, canopies are not permitted unless they are necessary to protect goods on display or to shelter external areas of premises that have been granted a licence for outdoor seating.

In general the following design principles apply:

- Canopies should be designed in a way that will not detract from the architectural character of the shop front or the streetscape.

- Frames should be lightweight, visually discreet and should retract neatly into the frieze of the shop front or the building facade.

- Lightweight, quality canvas with retractable mechanisms are generally the only type acceptable. They should be fabricated using a single colour that complements the shop front and should not contain advertising.

- Enclosed sides or fronts are not acceptable and elaborate drop-down fringes should be avoided as they tend to obscure views of the shop front behind.
4.3 Security Grilles & Shutters

Security grilles and shutters can affect the visual amenity and vibrancy of streets. In particular, solid roller shutters fitted externally to shop fronts create lifeless and inhospitable streets and encourages anti-social behaviour. In contrast, well-designed security grilles and shutters can create ambient light and visual interest along the street. This attracts window shoppers after closing time, making streets feel generally more secure.

The following design guidance should apply in addressing security needs:

• The shutter box of the security screen or grille should be concealed within the ceiling or behind the fascia to minimise its visual impact.

• The colour of the shutter or grille should either be neutral or complement the overall colour scheme of the shop front. High quality stainless steel and bronze shutters may also be acceptable.

• In exceptional circumstances, detachable externally fitted metal grilles designed as part of the shopfront framework may be acceptable.

Example of internal roller shutter
4.4 Colour

The use of vibrant colours is a particular feature of buildings in Irish townscapes, particularly in the south and west of the country. Buildings within terraces are often painted individually using different colours to striking visual affect. While this practice is to be encouraged care must be taken to avoid choices that upset the harmony of the street. Generally, the streets of Galway feature painted plaster walls and timber or cut-stone shop fronts. In the past, the range of paint colours available was restricted by the availability of natural pigments and oils. Heritage colour palettes are now available from all major paint manufacturers and these provide more subtle, harmonious colours while still allowing for impressive overall statements. These colours tend to be more subtle and complement each other, standing out while blending in both along the shop fronts and on the upper storeys.

In this context the following should be taken into consideration:

- Bold primary colours and strong colours should be avoided. While encouraging vibrant and interesting colour choices, colours should complement rather than clash with neighbouring premises or stand out too strongly.

- Timber shop fronts should be painted in a single colour, with generally a complementary colour in contrast for the lettering.

- Colours to signs or joinery in cut-stone facades should generally be muted to avoid detracting from the many qualities of local natural stone. Good quality, durable materials such as timber should be used to enhance the qualities of the stonework.

- Natural stone should never be painted, including string courses, cornices and window sills.

- The removal of render to expose rubble stonework is generally not accepted – this is unsightly and makes the walls vulnerable to water penetration from driving rain.

- Murals can add to the vibrancy of the street and building facades when executed imaginatively and sensitively, except where these would have an overbearing visual impact in the context of the building and the streetscape.
VIBRANT COLOURS

Vibrant colour scheme with fine sign writing to well-preserved public house

Vibrant colours to street with neutral colour to upper storeys

Well-maintained traditional pub front

Brightly painted facades along Quay Street
Changes in retail practices and the development of new technologies have led to a steady build up of electronic equipment on the exteriors of many buildings. Artificial lighting, power, data, audio, security and fire alarm services all need to be carefully positioned and the wiring concealed to avoid visual clutter or physical damage to buildings including historic structures.

In this context the following should be taken into consideration:

- External services being fixed to shop fronts of building facades should be carefully co-ordinated to relate to the configuration of the shop front, the entire building facade and the adjoining buildings.

- Cables and switch gear should always be concealed within the shop front or the facade.

- Lighting and other services equipment should be well-designed so that they enhance the appearance of the shop front and reduce the likelihood of vandalism.

- Floodlights and projecting spotlights fitted to shop fronts and illuminated signs should be avoided.

- Sensitive external lighting designs might be considered in certain cases to enhance the appearance of all or part of a protected structure after dark.

- Redundant cabling and electronic equipment attached to the shop fronts and buildings should always be made safe and removed.
4.6 Street Furniture

City centres contain a wide range of street furniture including public lighting, flag poles, waste bins, outdoor seating and bollards. In order to keep the narrow streets of Galway uncluttered and accessible, these need to be carefully controlled and coordinated. Successful street furnishing requires the co-operation of both private and public sector service providers. It is an objective of the development plan to prepare management plans for ACA’s within the city. These will set out a policy approach to, and design requirements for, street furniture in the public realm, to protect and enhance the character of the area.

There has been increasing demand for outdoor seating, sandwich boards and free standing display racks. While they may contribute to the liveliness and visual interest on a street, they do tend to obscure any views of the shopfront and can obstruct pedestrians. In this regard, Licensing of Street Furniture, Signs and Structures policy has been developed to licence these structures.
The following guiding principles shall apply:

• Covered barriers when used together with canopies, create a feeling of enclosure along narrow streets. This makes the street less welcoming and claustrophobic and obscures the shopfront behind.

• Barriers should be of good quality painted metal or stainless steel, robust but lightweight and easily demountable.

• Barriers should not exceed 1.1m in height and canvas is the most suitable covering material. Plastic or glass infill panels are not permitted.

• Canvas barriers should be fabricated using a single colour that complements the shop front and canopy and should not contain signage or advertising.

• Tables and chairs used for outdoor seating areas should be durable, high-quality designs that will integrate well with the streetscape.

• Structures such as seats, bins and bollards should be located so as not to impede circulation on busy streets.

• Some types of shops such as bookshops, vegetable and flower shops have traditionally set out stalls to the front of their premises to display their goods. These can enhance the character and vitality of the street provided they do not impede pedestrian flow or contribute to street clutter.

• Sandwich boards, and other free standing display racks, can also cause obstruction and clutter and are generally to be avoided.
4.7 Accessibility

Galway City Council are committed to the promotion of universal access to the city parks, streets and buildings for the enjoyment of all and are a signatory to the Barcelona Declaration. In some instances this aspiration must be balanced by the need to protect the architectural heritage, so alternative approaches may be required. In certain circumstances alterations to improve access to buildings will require planning approval and a disability access certificate. All new buildings or works to alter existing buildings should comply with Part M of the Building Regulations. The provision of street furniture can also impact on accessibility and requirements to ensure uninterrupted flow for pedestrians and emergency vehicles is required in accordance with licensing policy.

*In general the following guiding principles apply:*

• All shop entrances and thresholds should maximise access for all including people with disabilities. Level access should be provided where possible, otherwise ramps may have to be installed.

• Doorways should be easy to operate and have a minimum clear width of 900mm with clear markings on glazed panels.

• Signage should be clear and contrasting with its background to improve legibility. Braille at low-level is encouraged where deemed valid.

• The provision of visual contrast through the use of colour highlighting to aid way-finding for the visually impaired, is to be encouraged, especially to shop entrances.
Retailing is not the reserve of the city centre. The pattern of shopping nodes has generally evolved in the form of District centres, Neighbourhood centres and local shops. An exception would be the established village area of Salthill. There is a similar objective in these retail suburban locations to promote quality design in both shop fronts and signage thereby encouraging a sense of place.

In this regard the general principles on shop fronts and signage development as set out for the historic centre are also relevant to suburban and neighbourhood centres.

Although these areas are mostly new and have no historical precedent to relate to, the guiding principles for design will be the same as the principles referenced in Section 3 and where applicable also in Section 4 relating to elements of new shop front design.
In general the following guiding principles apply:

• Each District / Neighbourhood / Local centre should through shop front design, materials and layout reinforce an identity for the area. Where modern solutions are applied the use of shop fronts and signage will aim to foster a sense of place through innovation and high quality design. Where reference to historical forms is used in design these should ensure a relationship to context in terms of balance, proportion and scale. In addition they should refer to the simple principles of cornice, fascia, pilasters and stall risers and avoid crude replicas.

• Emphasis should be placed on the relationship to the architectural context, particularly when they are part of an existing building or where there are existing buildings in proximity.

• A good framework should be established in the initial design that creates balance between the fascia, the vertical expression and a strong base.

• Design should allow for flexibility in use of the premises but should include for fine detailing that gives it an enduring character.

• Where there has been an original design and signage concept developed in centres this should be respected when it is of value regardless of tenancy change.
Salthill is a distinctive area in the city. It developed from a small fishing village to a popular tourist resort and has been subsumed into the city through expansion. In recent years some of the former nightclubs and small hotels have been gradually replaced by housing, cafés and restaurants. This has led to an increase in the residential population and created a more ‘family-friendly’ atmosphere and a consequent demand for more local shopping services. Like the city centre, there are many different types of host buildings and vibrant colours predominate. Salthill has a wide main street that accommodates the busy local and tourist traffic and has the advantage of views of the bay at the end of the street and along the seafront. Shop fronts and signage, although quite varied at present have the potential through cleaning-up and design discipline to evolve in time to a more distinctive identity. This approach is included as an objective in the City Development Plan to prepare an Enhancement Scheme for Salthill.

The guiding principles for design in Salthill will be the same as those referenced in Section 3 and Section 4 in the context of new shop front designs and also:

- Inspiration for new shop fronts should have regard to the better examples of good quality shop fronts in Salthill. However where reference to historical forms is used in design there should be a relationship to context in terms of balance, proportion and scale. In addition they should refer to the simple principles of cornice, fascia, pilasters and stall risers and avoid crude replicas.

- Where modern solutions are applied, the use of shop fronts and signage should aim to foster a sense of place through innovation and high quality design that is applicable to a maritime/tourist location.

- Bars, cafés and restaurants should, where possible, try to take advantage of sea views by increasing glazing/opening elements with potential to provide additional activity and seating on the street notwithstanding accessibility/clutter issues.

- The lack of consistency in signage and designs should be addressed over time by following the guidelines, to help develop a distinctive identity for Salthill.
Salthill

Good quality contemporary shop front using traditional details

Historic house refurbished as a hotel with restrained signage

Historic villas converted into restaurants or commercial uses
SUBURBAN CENTRES

Modern shop front with corporate signage

Shop front to modern development with excessive signage

Traditional shop fronts in modern development

Shop front integrated into shopping centre facade
DETAIL & MAINTENANCE
Proper detailing of shop fronts for weathering and durability is very important. Poor workmanship is unattractive and unlikely to perform well over time, requiring early replacement. Traditional details are often the best as they work well and have withstood the test of time. In addition to the ACAs and protected structures, the city contains a wide variety of buildings that contribute to the distinctive character of the city. The conservation of original windows, doors, roof coverings and other significant features that contribute to the character of the streetscape is to be encouraged.

The following guiding principles should apply:

• Materials should be of good quality, they are more long-lasting and should make a better return on the initial investment.

• As part of a well-designed shop front, use of good quality natural materials contribute to the appearance and convey a positive impression of establishment and permanence to customers.

• Avoid the use of cement pointing to stonework and replacement of timber sash windows with uPVC or metal types. These can damage the architectural heritage visually and physically.

• The design stage should include careful consideration and integration of all of the various elements— including services and any other attachments such as canopies or hanging signs.

• Gutters and downpipes have an impact on the appearance of a building. In historic buildings original rainwater goods should be conserved or replaced with traditional cast iron types.

• Blocked gutters and downpipes should be addressed as they can affect building fabric several storeys below the point of blockage.
STATUTORY REQUIREMENTS
Planning permission is required for most works to shop fronts. This includes significant works such as the construction of new or replacement shop fronts, and also lesser scale works such as material alterations to existing shop fronts, the erection of security grilles and shutters and the installation of canopies.

The erection of signs and most advertisements also require planning permission as does some changes of use, even changes between commercial uses.

Consultation with the Planning Department is advisable when works to shop fronts and associated advertising, signage, security and lighting are being contemplated. This will help determine if permission is required and will if necessary facilitate further advice particularly in the context of the City Development Plan. The City Plan sets out policies and objectives in relation to land use, built heritage, urban design, it also includes specific policies and standards on shop fronts and signage. Proposed works are assessed having regard to the plan.

Where there is a query regarding the requirement for planning permission a formal response can be issued by requesting an Exemption Certificate (Section 5) or in the case of protected structures a Declaration (Section 57).

The City Plan includes the Record of Protected Structures and describes the location and extent of the Architectural Conservation Areas (ACA) in the city. These designations seek to protect and enhance the built heritage of the city. Shop front, signage and associated works on protected structures or buildings in ACA’s are required to go through a more rigorous assessment than non-designated structures, the prevailing design policy is one of conservation and enhancement.

Works which materially affect the character of a protected structure, or any element of special interest, require permission. In some cases this can simply be the re-painting of the external walls. Similarly for the exterior of buildings within an ACA, planning permission is required for works which materially affect the character of the area.
Other Guidance/Requirements:

Galway City Council website – www.galwaycity.ie

GCC Design Guidelines - Canopies

GCC Licensing of Street Furniture, Signs & Structures – Planning Authority Policy
Outdoor seating and other structures in the public realm are subject to section 254 licensing

GCC Casual Trading Byelaws 2011

This legislation includes for issues associated with Universal Access (Part M) Disability Certification, Fire Certification.

Legislation for the protection of the archaeological heritage. Most of the city centre is a Zone of Archaeological Potential.

Contact Details – Planning Department - Ph. 091-536599: e-mail address planning@galwaycity.ie