

**SHOP FRONT  
IMPROVEMENT  
SCHEME 2018**  
THE LIBERTIES DUBLIN



**DETAILS OF SCHEME**

SUPPORTED BY:



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

# SHOP FRONT IMPROVEMENT SCHEME 2018

## Supporting a Better Business Environment in The Liberties Dublin

### INTRODUCTION

Improving the appearance of shopfronts and business premises, and promoting the commercial potential of The Liberties, is a key objective of Dublin City Council as part of the wider regeneration of one of Dublin's oldest and most distinctive areas.

The Liberties Business Area Improvement Initiative works to enhance and transform the commercial heart of Dublin 8 and create a more vibrant and attractive city neighbourhood in which to live, work and visit. This includes encouraging good maintenance and presentation of buildings and shopfronts along the main commercial streets of The Liberties. This objective is supported by the Liberties Local Area Plan 2009 - Development Strategy.

Dublin City Council now invites applications from commercial premises in The Liberties Business Area for support funding under the Shopfront Improvement Scheme 2018.

The objective of the scheme is to support commercial premises owners who contribute positively to the local environment and the image of The Liberties, and who in turn attract increased local and visitor footfall to the area.

The scheme also seeks to encourage best practice approaches to shopfront design, maintenance and presentation, and to contribute to an overall enhancement of historic commercial streets and the prime tourist route.

The improvement scheme is applicable to premises on the following streets:

High Street Thomas Street James Street Bridgefoot Street Cork Street (north side junct The Coombe to Marrowbone Lane Pimlico	Francis Street Meath Street Patrick Street (west side junct Back Lane to Dean Street) Dean Street The Coombe Newmarket & environs
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### HOW TO APPLY

- Complete the application form.
- Enclose relevant plans, design and specification for proposed works.
- Enclose evidence of ownership of the unit or lease agreement.

The closing date for applications is 4pm on **Friday 30<sup>th</sup> March 2018**. Incentives awarded under the scheme will be notified to applicants in writing by end of April 2018. Grants will be disbursed, subject to available funding and the recommendation of the Assessment Panel, to projects that offer the most benefit to their streets.

Works should be carried out within 4 months of approval of the grant or within 4 months of planning permission being granted where required.

## ELIGIBILITY CRITERIA

The improvement scheme provides for up to 50% of the cost of a shopfront refurbishment, depending on the work proposed (see 3 below), with a **maximum allowable contribution of €3,000 per applicant**. Assistance will not be offered in retrospect to costs already incurred for the improvement of shopfronts.

The scheme may also be used for specific works to upper floors that contribute to the maintenance of the historic built environment, namely:

- i. repaint and repair of traditional timber windows;
- ii. repaint and repair of **existing** painted masonry and rainwater goods;
- iii. removal of high level signage, redundant utilities, etc.

Where the applicant is a lessee, the lease must have a minimum of 2 years to run and the application should have the consent of the landlord. This requirement will not apply in the case of rolling leases where the lessee can prove continuity for a minimum period of 2 years.

The applicant must not be in arrears as to any payments of rates or charges to Council. Participation in an agreed payment plan with the Rates Office will be considered as compliance.

## GRANTS AVAILABLE TO INDIVIDUAL SHOPS

Type of Work	Up to Max. of
a) Paint and redecorate shop front	€2,000
b) Decluttering and repair of shop fronts	
c) Measures to 'green' and enhance attractiveness of shop fronts or outdoor terraces/seating areas through planting	
d) Replace shopfront and/or signage (planning permission generally required)	€3,000
e) Material changes to shopfront such as new entrances, changes to windows etc. (planning permission generally required)	
f) Specified works to upper floors (as per 3 above)	
g) Removal of high level signage within the ACA (first floor and above)	

## PLANNING PERMISSIONS AND LICENSING

Planning permission is usually required for substantial works to the front of a building. In addition to this, Thomas Street & Environs is an Architectural Conservation Area with specific policies and conditions in place for buildings in the area, and restrictions on the type of works that might be considered. **Applicants should also be aware that any works to a protected structure require planning permission or the prior agreement of Dublin City Council.**

Generally, works that materially alter the character or appearance of a building, such as the replacement of windows or doors, replacement or addition of signage, addition of canopies

and awnings, externally-mounted security shutters, replacement of upper floor windows or other features integral to the building require a prior grant of planning permission. You may seek further information on planning permissions at [www.dublincity.ie/planning](http://www.dublincity.ie/planning)

The operation of an external seating area on the public pavement is subject to licence by Dublin City Council. For further details, please see: [Apply for a Tables and Chairs Licence](#)

## DESIGN PRINCIPLES

An attractive shopfront to your premises will support the overall attractiveness of The Liberties as a shopping destination and help to improve footfall to the area. This scheme supports the following design principles:

1. Shop signage should be limited to one main fascia sign and, where previously permitted, one projecting signage to be located at fascia level. It is now policy under the Thomas Street & Environs ACA not to permit further projecting signage. Traditional painted lettering or individual fixed mounted lettering is preferred for signage. Plastic fascias, foam board and canvas banners are not permitted.
2. The addition of high-level signage (i.e. from first floor up) is inconsistent with the objectives of the Thomas Street & Environs ACA **and will not be permitted**. The removal of old high-level signage is supported (and you may benefit from a higher grant level if this is facilitated).
3. Choice of colour is important: The use of garish or visually strident colours across the entire shopfront is not supported and careful use of colour, that works in harmony with the materials of the building, is encouraged. Matt paint finishes are generally more durable and work best with other materials such as brick or masonry.
4. Security shutters should be internally-mounted wherever possible, and a clear and attractive shop window maintained at all times.
5. The removal of redundant wiring, alarm boxes and utilities on premises is encouraged.

Further information on good shopfront design can be found in the '[Keeping Up Appearances](#)' guide on [www.libertiesdublin.ie](http://www.libertiesdublin.ie) or by consulting [Dublin City Council Shopfront Guidelines](#) available at [www.dublincity.ie](http://www.dublincity.ie).

## ASSISTANCE

Applicants may avail of advice from both the Planning Department and City Architects Division on design proposals and planning permission requirements.

Note that it is the applicant's responsibility to gain the necessary planning permissions, and applications for planning permission will **not** be dealt with through the application process for this scheme.

A panel will be formed from relevant staff within the Council to assess applications.

Please contact [Stephen Coyne, Programme Manager: Liberties Business Area Improvement Initiative](#) for further details on this scheme - tel: 01 222 5180 / 083 194 9009 or email [stephen.coyne@dublincity.ie](mailto:stephen.coyne@dublincity.ie).