

CLONGRIFFIN

RETAIL DESIGN GUIDELINES





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CLONGRIFFIN RETAIL DESIGN GUIDELINES

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1.0 INTRODUCTION

Shopfronts are crucial to determining how people view and enjoy Clongriffin Town. These guidelines have been put in place to promote the improvement of the overall appearance of shop fronts and commercial properties that front onto public streets within Clongriffin Town.

The appearance and quality of shopfronts is a critical factor in promoting and enhancing the commercial environment of Clongriffin. Making the best of a shop front is something that most businesses can achieve at a very modest cost.

Improvements which will have a transformative effect along the entire streets are encouraged. Gannon Homes will work to support businesses and other stakeholders to provide high quality shop fronts which will enhance the Clongriffin streetscape.

1.1 AIMS OF THE GUIDELINES

1. To promote quality design in Clongriffin.
2. To enhance the streetscape in Clongriffin with the creation of shop fronts which are more attractive for shoppers, residents, visitors and businesses.





2.0 DESIGN PRINCIPLES

2.1 STANDARD CONDITIONS

An active shop frontage should be maintained, with a clear line of sight into the retail area, to provide an engaging retail interface between the retail and the public spaces. The shop frontage should be kept clear of obstruction.

All external signage shall be subject to approval by the Landlord and shall be in keeping with the existing Landlord permitted signage within the area. The signage will be required to be individual lettering (400mm maximum height) accommodated within the dedicated signage area above each shop unit. Signage will be restricted to the English language and alphabet.

Companies should be prepared to adapt standard corporate signage and acknowledge the Clongriffin Retail Design Guidelines. Planning permission for signage will need to be applied for by commercial and retail tenants following landlord design approval sign-off.



Example of shop front with clear line of sight into retail area

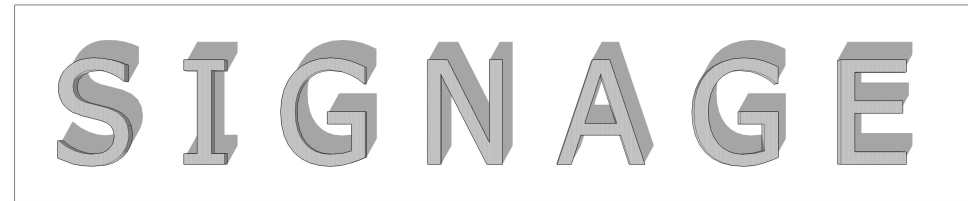
2.2 SIGNAGE

Excessive signage can clutter a building and the cumulative effect on a street can be detrimental. Signs are to be kept simple and smart.

Individually mounted or prefinished lettering in attractive scripts should be used on fascia signs. Projecting signs should be restricted to fascia level, "less is more" should be maxim here. A shop should advertise its own brand rather than that of another company.

Companies should be prepared to adapt standard corporate signage.

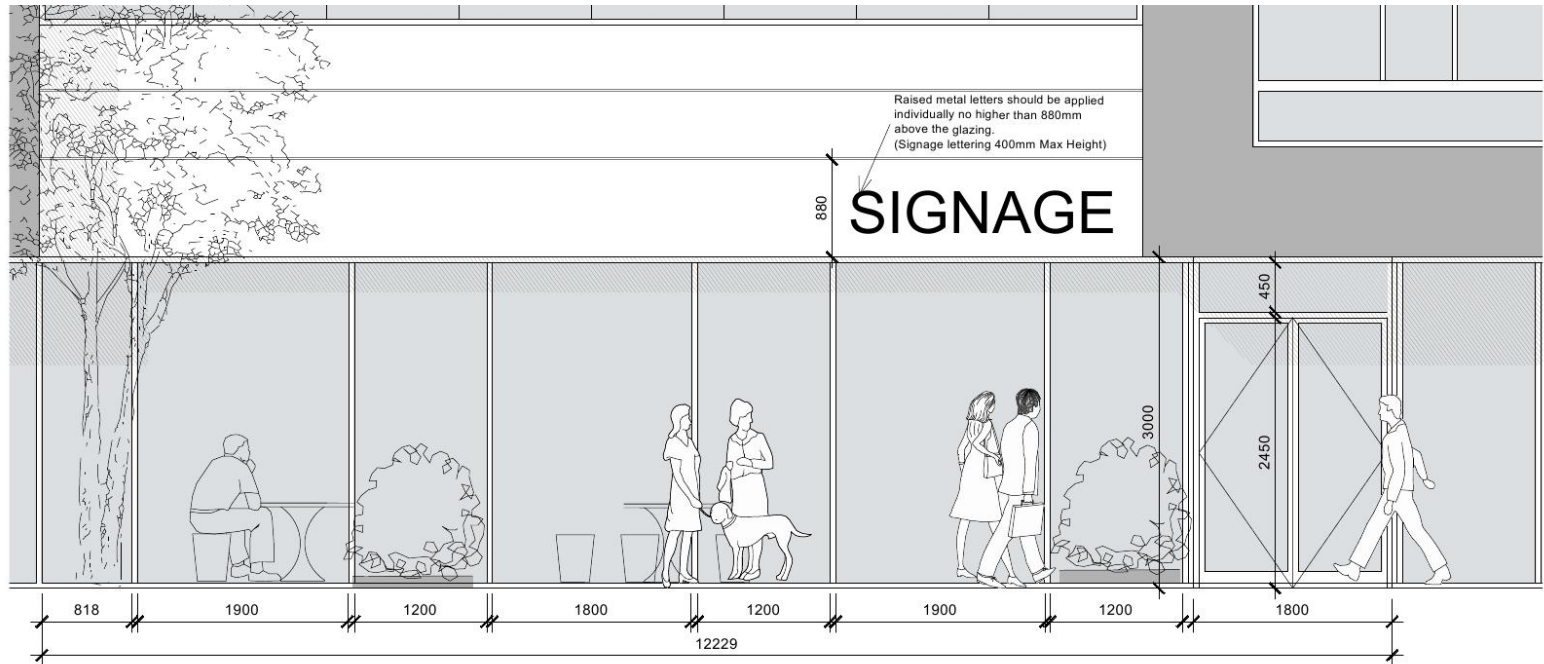
- The signage will be required to be individual lettering (400mm maximum height), accommodated within the dedicated signage area, above the glazing on each shop unit.
- Raised metal letters should be applied individually to the fascia.
- Halo illumination of signage letters is permitted.
- Shop signage should be limited to one main sign.
- Internally illuminated or plastic fascia boxes are not permitted.
- Newly installed cabling or utilities should be incorporated as much as possible into the fabric of the shopfront.
- Externally hanging signs will not be permitted.



400mm

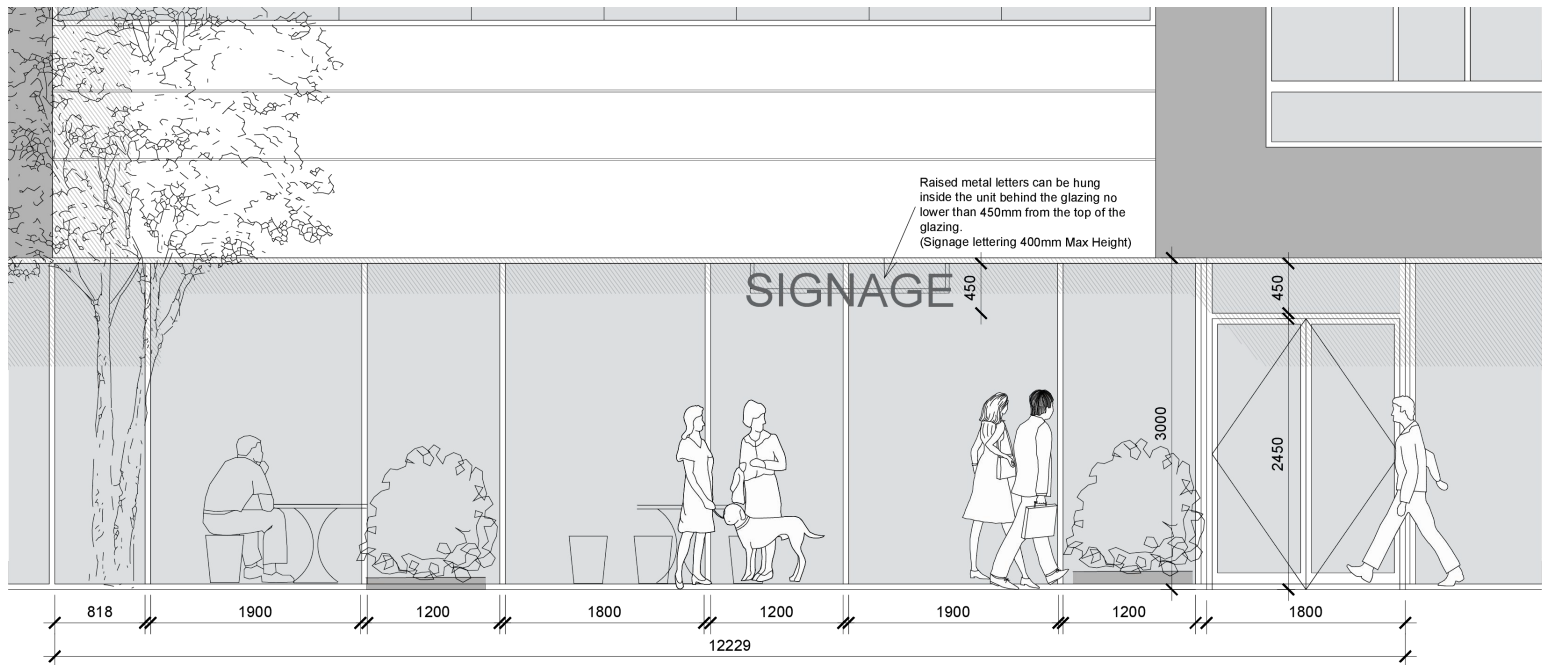
Block 3 No Fascia
Signage Option #1

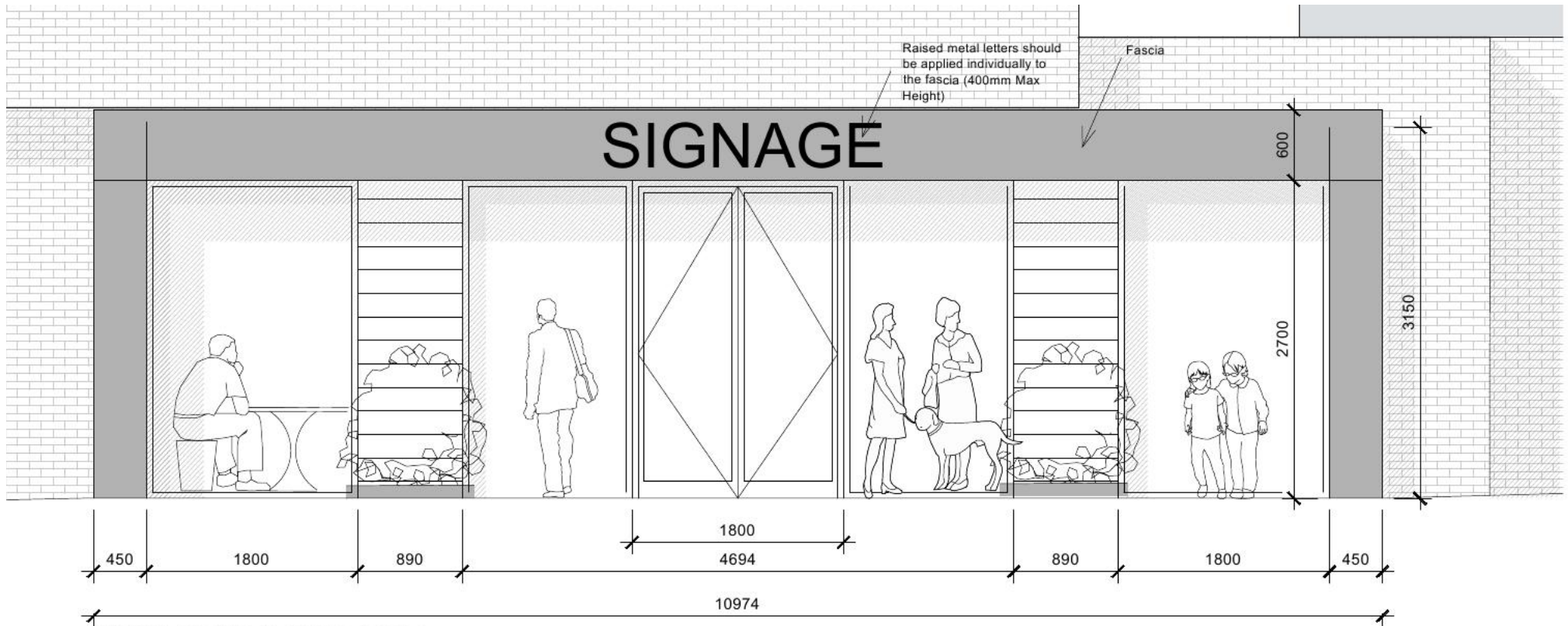
External signage mounted on
the stone or brick cladding.



Block 3 No Fascia
Signage Option #2

Internal signage hung inside
the glazing.

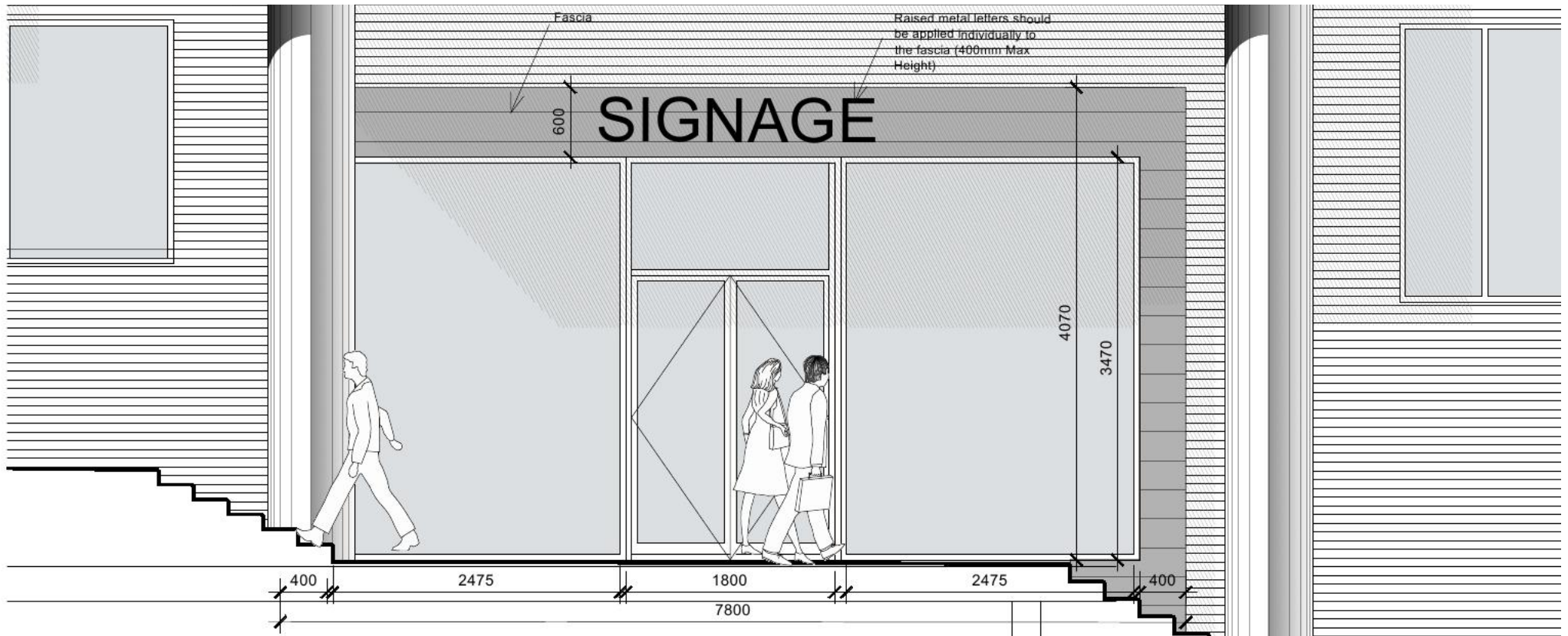




Block 13 with Fascia

Signage Option

External signage mounted on the fascia.



Block 17 with Fascia

Signage Options

External signage mounted on the fascia.

Good signage examples

Shop signage should be **limited to one main fascia sign**.

Individual raised metal letters should be applied to the shop signage zone in the specified location outlined by the landlord.



Individually letters mounted directly on the fascia signage area



Internally hanging signage behind the shopfront glazing.



Bad signage examples

Signage or lettering which are larger than the fascia's dimensions.
Internally illuminated or plastic fascia boxes and externally hanging signs are not permitted.



Oversized, cluttered and plastic fascia signage

2.3 WINDOWS SHOPFRONTS

A shop window is there to attract and entice people. Very few businesses can attract customers with a blanked out windows or shuttered frontages. Tenants are to not cover windows completely and consider the value of "merchandising" some goods.

Good Shopfronts examples

Clutter free, neat and organised shopfronts which showcase their goods to entice and attract potential customers.



Bad Shopfronts examples

Disordered and cluttered shopfronts with excessive signage.

Shops with blanked out windows which covers the shopfront completely. Shop signage to be kept simple and smart.



GLAZING

Although visible equipment and machinery are discouraged from being located at shopfronts, glazing manifestation can be used if any back of store furniture or equipments are visible through the glazing.

It is not permitted to completely blank out windows. Any manifestations can not be solid, and must be transparent, opaque or patterned.

Permitted manifestations are restricted at two heights, between 850-1000mm and between 1400- 1600mm from the ground .

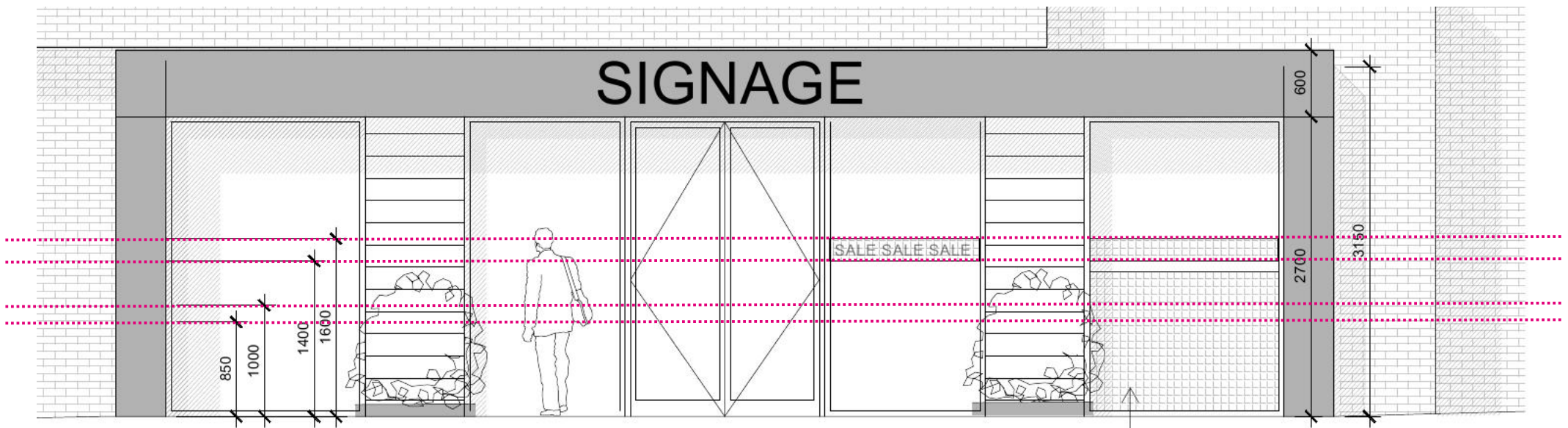
Externally hanging signs will not be permitted

Permitted window manifestations

Height restriction.

between 850-1000mm and

between 1400- 1600mm from the ground.



It is not permitted or encouraged to completely blank out shop-front windows, any manifestations can not be solid. They are required to be transparent, opaque or patterned and must be position within the permitted height.

WINDOW MANIFESTATION

Permitted Heights

Scale 1:50

Good Window Manifestations

Simple, clear and concise stickers not only grab people's attention but can potentially allow businesses to use their creativity and customise their shopfronts.



Bad Window Manifestations examples

Cluttered and blanked out windows with high window coverage may grab people's attention but these present visually unflattering and unappealing shopfronts.



2.4 PLANTING & FURNISHING

Pollinator Friendly Town

Clongriffin is a part of the All-Ireland Pollinator Plan. As a supporter of the Pollinator Plan we are playing a vital role in helping pollinators to survive and improve biodiversity across Ireland. Incorporating some planting such as a couple of pots by the door or some window boxes ground level is highly encouraged.

The All-Ireland Pollinator Plan 2015-2010 (www.pollinator.ie) provides a list with a wide range of attractive and pollinator friendly plants and flowers which can be used for window boxes, hanging baskets and pots to decorate shopfronts. This not only help pollinators to survive and improve biodiversity across Ireland but also creates a more attractive street through out Clongriffin.

Alyssum "Sweet White"



Floss Flowers



Cosmos



Heliotrope "Dwarf Marine"



Night Scented stock



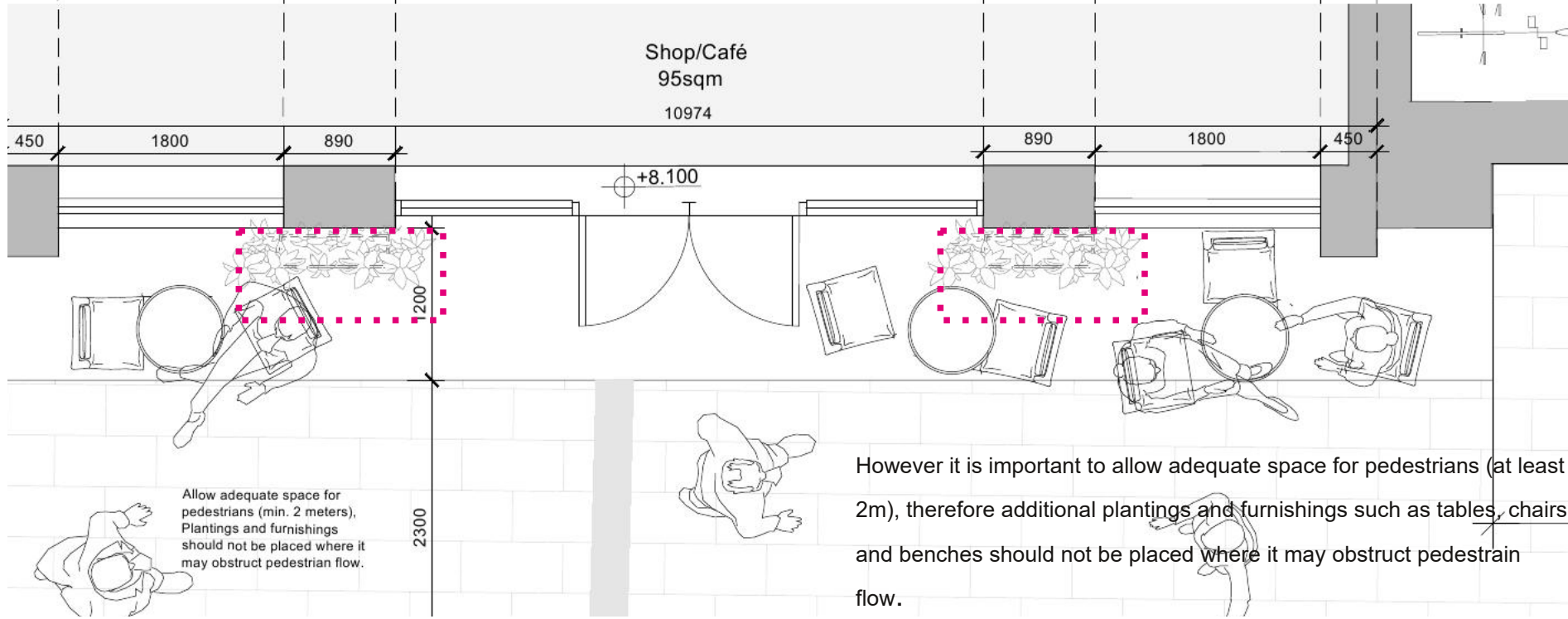
Poached egg Plant

POLLINATOR FRIENDLY PLANTS/ FLOWERS

Many pollinator friendly plants also grow well in pots. Here are some examples of pollinator friendly annuals that do well in containers.

- Alyssum "Sweet White"
- Floss Flowers
- Cosmos
- Heliotrope "Dwarf Marine"
- Night scented stock
- Poached egg plant

The All-Ireland Pollinator Plan 2015-2010 (www.pollinator.ie) provides a complete list.



However it is important to allow adequate space for pedestrians (at least 2m), therefore additional plantings and furnishings such as tables, chairs and benches should not be placed where it may obstruct pedestrian flow.

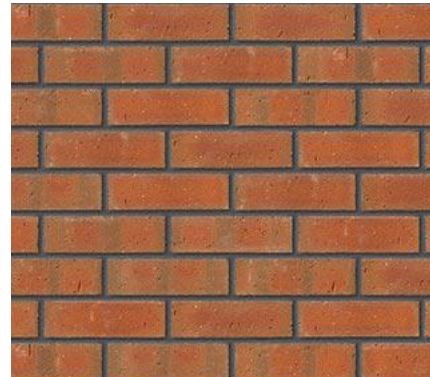
2.5 MATERIALS & COLOURS

A simple, limited palette of materials is most effective. The use of highly reflective or glossy materials such as plastic should be avoided.

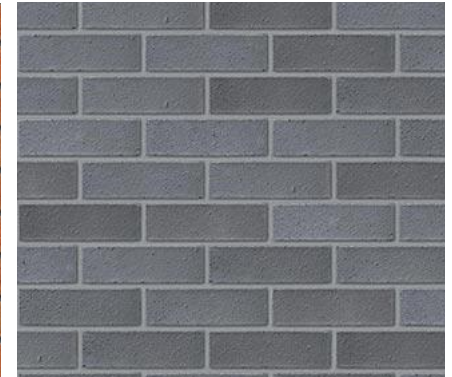
Careful use of colours that work in harmony with the materials of the building is encouraged. Strong lurid colours across the entire shopfront are to be avoided; while these colours may highlight a premises, the cumulative effect on the street is off putting.

Clongriffin Material palette - Streetscape

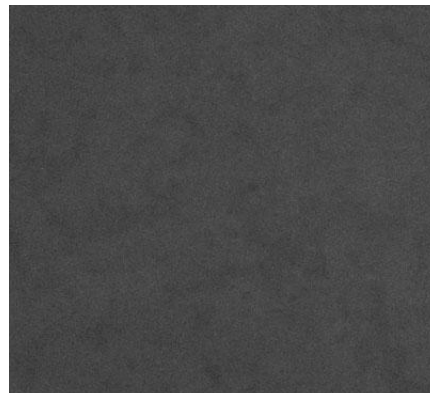
- Natural Red Brick
- Dark Grey Brick
- Limestone
- Metal Cladding



Natural Red Brick



Dark Grey



Metal Cladding

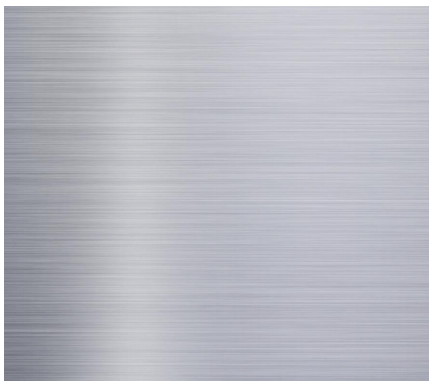


Stone Cladding

Signage: Suggested Materials & Colours

Signage materials and colours which match and complement Clongriffin's material palette.

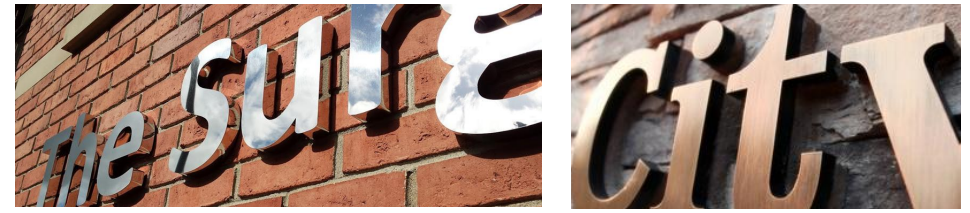
Using metal such as aluminium and brass, for the individually mounted letterings is strongly encouraged, the use of these materials not only compliments and matches the existing material palette but it is low maintenance and durable.



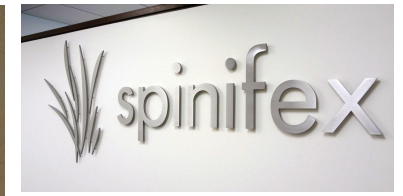
Aluminum



Brass



Individually metal letters mounted on brick.

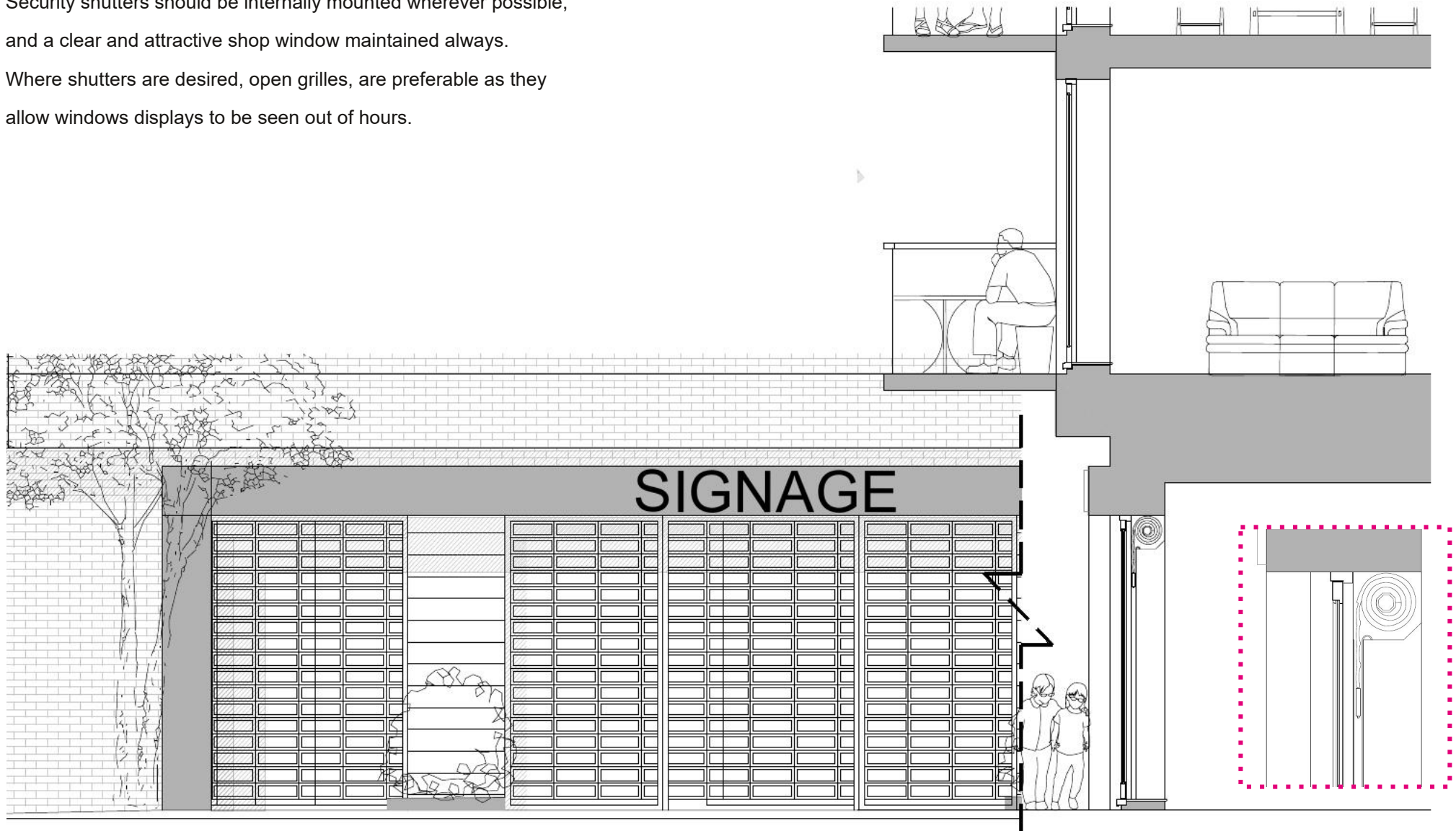


Individual metal letters mounted on the fascia.

2.6 SECURITY

Security shutters should be internally mounted wherever possible, and a clear and attractive shop window maintained always.

Where shutters are desired, open grilles, are preferable as they allow windows displays to be seen out of hours.



Open grille shutters internally mounted.

Examples of open grille security shutters

