

# Shopfronts and Advertising Signs Kilkenny



## Planning Information Leaflet



**Forward Planning Department,  
Kilkenny County Council,  
County Hall,  
John Street,  
Kilkenny**

**Tel: 056 7794010**

# ● ● ● | Introduction

Shopfronts are one of the most important elements in establishing the character and quality of our City's streets.



Every proposal to upgrade or replace a shopfront presents an opportunity to improve the appearance both of the buildings to which the shopfront relates and the streetscape in which it sits.

It is a policy of Kilkenny County Council to conserve the distinctive character of Kilkenny City by encouraging the maintenance of original shopfronts and promoting modern design and high quality materials where new shopfronts on new modern buildings are being proposed.

The term 'shopfront' is used to refer to all commercial ground floor facades including restaurants, public houses, etc.



## Planning Permission

Planning permission is required for most works to shopfronts and the erection of signs, security shutters, installation of canopies. This includes significant works such as the construction of new or replacement shopfronts, but may also include minor works. There are exemptions for certain advertising signage, however there are strict conditions and limitations attached to these exemptions.

If you propose to erect new signage or alter your existing shopfront signage and you are unsure whether or not you require planning permission, you can apply to the Planning Authority for a Section 5 Declaration.

Under Section 5 of the Planning and Development Act any person, on payment of a prescribed fee (€80), may request in writing from the Planning Authority a declaration as to what is or is not exempted development. You must provide the Planning Authority with any information necessary to enable the Authority to make a decision on the matter.

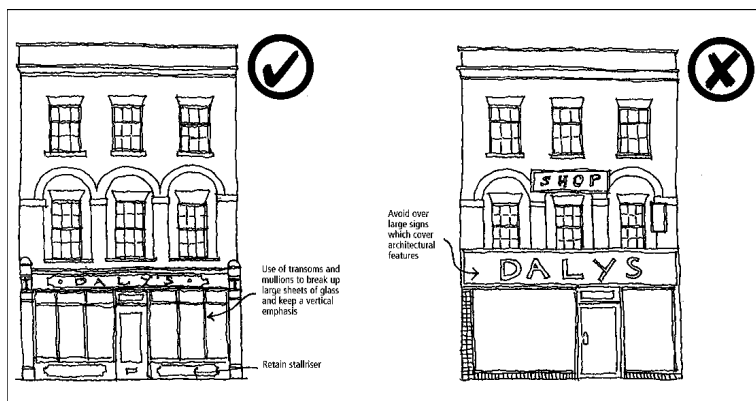
Consultation with the Planning Department is advisable at the earliest possible stage when works to shopfronts and associated advertising, signage, security and lighting are being considered. This will help establish if planning permission is required, and if necessary, will further advise in the context of the Development Plan.

The following are the policies set out in the Kilkenny City and Environs Development Plan, 2014—2020, in relation to shopfronts and associated advertising signs and structures.

## Shopfronts

In order to conserve the distinctive character of Kilkenny City, it is the policy of the Planning Authority to:

- Encourage the maintenance of original shopfronts
- Encourage the reinstatement of traditional shopfronts where poor replacements have been installed
- Promote modern design and high quality materials where new shopfronts on new or modern buildings are being proposed. Where existing shopfronts are of no special merit, total replacement with a contemporary design is acceptable and if sensitively handled can greatly enhance the appearance of the street



## Fascia Signage

Excessive signage can clutter a building and the cumulative effect on a street can be detrimental. Shop signs should be kept simple and smart. Projecting signs should be restricted to fascia level.

The following are guidelines for fascia signage in the City's ACAs:

- Hand painted timber is encouraged in existing traditional shopfronts
- Plastic derived fascias will not be permitted in new or existing shopfronts
- Internally illuminated box fascias will not be permitted
- Natural materials such as wood, metal etc will be permitted. Man-made materials such as plastic, uPVC etc will not be permitted.
- The construction of nameplate fascias linking two or more buildings is generally unacceptable.



## Security Shutters

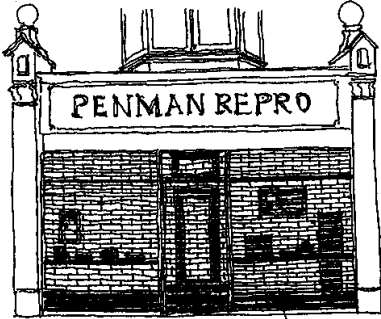
Security (roller) shutters on the external façade of a building can have a detrimental impact on the character of the shopping street at night and detract from the visual amenity of the City. The use of such shutters is discouraged. Alternatives to roller shutters, such as the use of demountable open grilles is preferred.

The erection of security shutters and its associated screening requires planning permission. Where they are considered essential, the Planning Authority may in exceptional circumstances permit them provided they meet the following criteria:

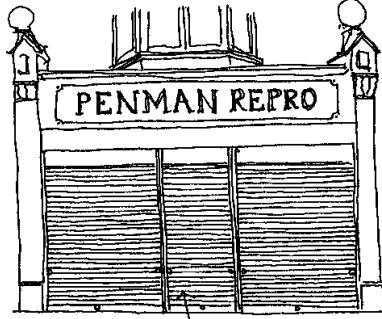
- They must be open grille type (not perforated or solid)
- The colour must match the shopfront colour scheme
- Where possible, they must be located behind the window display, together with their associated housing.



# Planning Policy



Open grilles allow the shop display to be seen outside opening hours



Avoid solid shutters

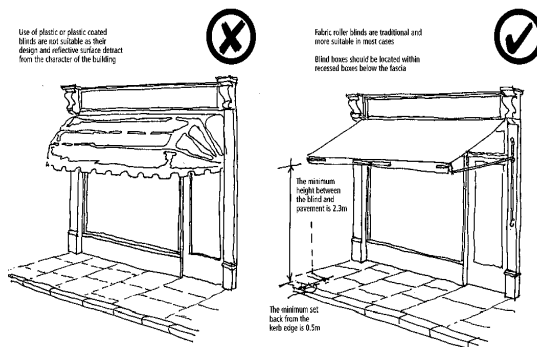




## Canopies and Blinds

Planning permission is required for the erection of canopies. The following are guidelines for canopies and awnings in the City's ACAs:

- Canopies of traditional design and materials will be favoured, ie canvas canopy, wrought iron arms, timber blind box etc.
- The use of plastic and/or uPVC will not be permitted. Curved or dutch canopies will not be permitted.
- Canopies and awnings shall not be used for advertising purposes other than the name of the premises.
- Canopies shall be positioned to avoid covering any distinctive architectural elements such as fascia or pilasters. They will not be permitted where they detract from the character of the shopfront or buildings of special architectural interest.







## Planning Policy



### Tables and chairs:

The operation of an external seating area on the public footpath and the provision of free standing advertising hoardings such as a sandwich board sign is subject to a Section 254 licence by Kilkenny County Council. An application form can be downloaded from the Council website [www.kilkennycoco.ie](http://www.kilkennycoco.ie). The use of sandwich board signs is strongly discouraged due to the impact on the accessibility of footpaths to all users including pedestrians, wheelchair users, mobility impaired, buggies, etc.

Tables and chairs used for outdoor seating areas should be durable, high quality designs that will integrate with the streetscape. Such structures should be located so as not to impede pedestrian or vehicular traffic on busy streets.



### Lighting

Internally illuminated fascias or projecting box signs will not be permitted. Concealed strip or flood lighting and spotlights may be accepted. The internal lighting of a shop window is preferable to the external lighting of the building or shopfront.

The installation of exterior lights to highlight the entire building façade will be discouraged. Coloured lighting of facades will also be discouraged as it would detract from the character of the buildings.

### Signage and Advertising

The most important principle is the avoidance of visual clutter and an improvement in the quality of the commercial character of the city. The following are guidelines in this regard:

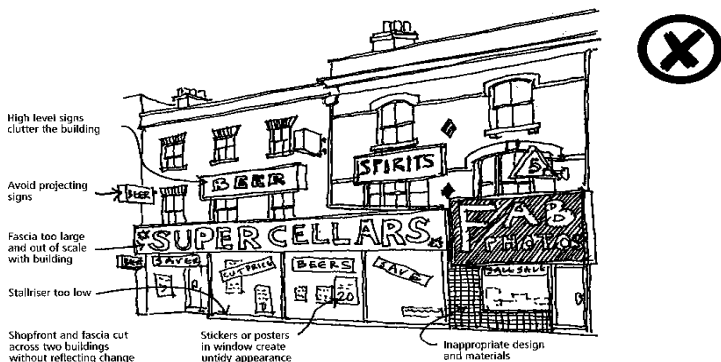
- Individual signs should be designed for the building it will be displayed on. A bespoke sign can be a piece of art in its own right if carefully designed and made of high quality natural materials. Signs must be sympathetic in design and colour both to the building and its surroundings.
- Plastic/vinyl banner-type signs are discouraged. Projecting signs, banners and flagpoles will be restricted in size and number to prevent clutter.



## Planning Policy

### Signage and advertising cont.

- Natural high quality materials such as wood, metal etc, are encouraged. Man-made materials such as plastic, uPVC, etc, will not be permitted in ACAs. The use of neon, plastic, PVC, Perspex flashing, reflectorised or glitter type signs on the exterior of buildings will not be permitted. Traditional painted signs and wrought iron hanging signs will be encouraged.
- Contact signage, applied directly to the glass of a shop window, is discouraged as it creates a visual barrier between the shop floor and the street.
- Signs shall not obscure architectural features or details. Signs will not be permitted above eaves or parapet levels or above the roofline of buildings.
- Signs attached to buildings are preferable to freestanding





## Further information

### **Works requiring Planning Permission include:**

- New shopfront
- Lighting, security shutters, canopies/awnings
- Any works which would materially affect the character of a Protected Structure
- Any work which will materially affect the character of an Architectural Conservation Area (ACA)

### **Making a Planning Application:**

It is advised that any application for a shopfront or new signage proposal should be accompanied by clear and detailed information. The following is a checklist of the type of information which a planning application should include:

- A site plan to a scale of 1:1000 with the site outlined,
- An existing elevation of the shopfront and the host building together with adjoining properties,
- Drawings of the shopfront—plans, sections and elevations at a scale of 1:50, showing its relationship to the building
- Details of shutters, housings, materials and fittings
- Specifications for signs and materials
- Shopfront finish
- Lighting design

### **Pre-Planning Design Advice:**

The Kilkenny City Area Planner holds FREE weekly pre-planning advisory clinics for prospective applicants to discuss their proposed development. These are by appointment only and an appointment can be made with the Planning Office at **056 7794010**.