

Ballybough & North Strand

DUBLIN.

SHOP FRONT IMPROVEMENT SCHEME 2018

DETAILS OF SCHEME



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

SHOP FRONT IMPROVEMENT SCHEME 2018

Supporting a Better Business Environment for Ballybough and North Strand.

1. Introduction

Background:

In June 2017, the North East Inner City Programme Implementation Board (NEIC PIB) was established by the Government to oversee projects directly linked to delivering actions identified in the Mulvey Report “Dublin North East Inner City – Creating a Brighter Future”. Four priority areas for action were identified in the report:

- Tackling Crime & Drugs.
- Employment and Training.
- Family, Children and Youth Services.
- Improving the physical landscape.

A working subgroup for each key area, overseen by the NEIC PIB, is now operating under the relevant Government Department/Agency.

The NEIC PIB has approved funding for a Shop Front Improvement Scheme which will be administered by the NEIC Programme Office and the DCC Central Area Office. The purpose of this allocation is to financially support the business community of Ballybough / North Strand to improve the physical landscape in which they trade in an effort to support sustainable business development.

Both Ballybough Road and the North Strand are important arterials bringing traffic from the north east of the city to and from the city centre. Ballybough Road is also the commercial spine of the NEIC Project Area.

This Initiative works to enhance and transform the aesthetic value of the street 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 shop fronts along the route. Dublin City Council and the NEIC Programme Office are promoting this scheme as part of a partnership approach with the business community to elevate the commercial potential of this street.

The objective of the scheme is to support commercial premises owners who contribute positively to the local environment and the image of the street and who in turn attract increased local and visitor footfall to the area. The scheme also seeks to encourage best practice approaches to shop front design, maintenance and presentation, and to contribute to an overall enhancement of this commercial street and the prime arterial route.

2. 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 28th September 2018**. Incentives awarded under the scheme will be notified to applicants in writing. 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.

3. Eligibility Criteria

The improvement scheme provides for up to 50% of the cost of a shop front refurbishment, depending on the work proposed (see section 4 below), with a **maximum allowable contribution of €3,000 per shop front**. Assistance will not be offered in retrospect to costs already incurred for the improvement of shop fronts.

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

- Repaint and repair of traditional timber windows;
- Repaint and repair of existing painted masonry and rainwater goods;
- 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 must be accompanied by letter of consent by 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.

The premises must be located within the proscribed N.E.I.C Taskforce Area

4. Grants Available to Individual Shops

Type of Work	Up to Max. of
a) Paint and redecorate shop front	€2,000
b) De-cluttering and repair of shop fronts	
c) Measures to 'green' and enhance attractiveness of shop fronts or outdoor terraces/seating areas through planting	
Or	
d) Replace shop front and/or signage (planning permission generally required)	€3,000
e) Material changes to shop front such as new entrances, changes to windows etc. (planning permission generally required)	
f) Installation of irrigation system for hanging baskets and window box's	
g) Specified works to upper floors (as per 3 above)	
h) Removal of high level signage within the ACA (first floor and above)	
Note: Additional funding <u>may</u> be awarded to shops facing onto more than one street, or, with extensive front elevations, subject to the availability of funding.	

5. Planning Permissions and Licensing

Planning permission is usually required for substantial works to the front of a building. You 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 or addition of signage, 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

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](#) on the Dublin City Councils website.

6. Design Principles

An attractive shopfront to your premises will support the overall attractiveness of Amien Street 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.
2. Choice of colour is important: The use of garish or visually strident colours across the entire shop front 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.
3. Security shutters should be internally-mounted wherever possible, and a clear and attractive shop window maintained at all times.
4. The removal of redundant wiring, alarm boxes and utilities on premises is encouraged.

Further information on good shop front design can be found by consulting **Dublin City Council Shop front Guidelines** available at www.dublincity.ie.

7. Assistance

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 **Brian Mongey, Project Coordinator: Ballybough / North Strand Shop Front Improvement Initiative** for further details on this scheme - Tel: 01 222 3893 or brian.mongey@dublincity.ie.