



SHOPFRONT FAÇADE UPGRADE PROGRAM GUIDELINES

Content Manager: 193876.2018



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1. INTRODUCTION

The Shopfront Façade Upgrade Program (the Program) enables Liverpool City Council (Council) to support owners and tenants of shops in the Liverpool CBD. The Program grants partial funds to upgrade any public facing frontage.

The aim of the Program is to develop a partnership between Council and CBD businesses to make the city more attractive to visitors and customers.

2. DEFINITIONS

Council	Liverpool City Council
The Program	Shopfront Façade Upgrade Program
CBD	City Business District – this is the area defined as the City Development Area in the Liverpool Development Control Plan 2008 (Figure 1)
Façade	Relates to any public facing frontage of a shop that is accessible to customers
DCP	Liverpool Development Control Plan 2008
Subsidy	the amount that Council will pay to business owners as agreed under the Program Guidelines
Application	a submission made by a business owner to the Program. Submission of an application does not guarantee funding approval
Applicant	the person who makes an Application to the Program, and with whom responsibility for delivery of agreed terms sits

3. PROGRAM FUNDING

- 3.1 The Program will fund up to 75% of the total cost of a façade upgrade of each building, to a maximum of \$16,000 per building, limited to one business (for example if the applicant invests \$1000, Council will provide \$750).
- 3.2 The subsidy will be paid directly to the applicant.
- 3.3 Council will not pay for work begun prior to approval of application.
- 3.4 Two itemised quotes must be supplied as part of the application.

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- 3.5 The Program will fund upgrades to the following façade areas, at the following amounts:
- (a) Above and including the awning: maximum \$8,000 funding from Council
 - (b) Below the awning: maximum \$8,000 from Council

4. DESIGN GUIDELINES

The signs, colours and façade treatment on individual shopfronts contribute to the overall look of the CBD. Applicants should consider the design guidelines provided herein.

4.1 Accessibility

Works may be completed to increase accessibility of customer entrances. These works may include the following:

- Level access: provide a level entry, install ramps or move the main entrance to a more accessible position.
- Better doors and doorways: doorways should be wide enough to allow a person with a walking frame or a wheelchair to pass through. Improving doors and doorways may include the following:
 - Making doors automatic
 - Making doors light enough to open easily
 - Making sure handles are low enough and consider installing handrails
 - Attach safety markings to glass doors so people do not walk into them

4.2 Signage

Signage should be in keeping with the scale and character of the building and conform to Council regulations, being one under-awning sign, one fascia sign and one top hamper sign permitted on each shopfront. The DCP details rules for commercial signage, which must be adhered to.

Shopfront façade upgrades should:

- Remove excessive signage
- Have a simple, clear design
- Use up or down lighting
- Install signs under the awning, on the hamper, awning, fascia or parapet panel
- Ensure that signs are flush with the wall

Shopfront façade upgrades should not:

- Allow signs to dominate a building or detract from its architectural merit
- Install neon or illuminated signage
- Exceed a total sign area of 1 metre square of the shopfront

4.3 Façades

The objective of any upgrade should be to improve the building and contribute to the sense of harmony within the streetscape. Façade material should enhance the architectural quality of the building and be in harmony with its neighbours.

4.4 Colour

The use of colour can contribute to a building's character and help to achieve a coordinated look along the street. The use of appropriate colour on a building can promote its attributes, minimise its deficiencies and even reduce the appearance of its scale and bulk.

Each shop or commercial façade should consider its own colour scheme, but the colours should be in harmony with the rest of the colours on the street, including the street furniture. When choosing colours, the applicant should consider the year of the building, but need not be restricted to a recognised 'heritage' range. The colour scheme of heritage places should be appropriate to the architectural period and style of the building.

Colour advice can be provided by a Council representative, by appointment.

Colour Guidelines

- Choose base colours which are light in tone
- Avoid primary colours and white
- Colours used to highlight architectural details such as string courses, window and door mouldings should provide a harmonious contrast with the base colour
- Trim colours used for the window frames and awning fascia's should be in darker contrast to the base and highlight colours
- Window frames should be finished in a semi-gloss or full gloss
- Exterior paint should be from a recognised manufacturer which guarantees long-term durability

4.5 Heritage

A number of Liverpool's city centre buildings are in heritage areas or are heritage listed. Buildings near heritage buildings or heritage areas need to respect the local character. Colours should be chosen that are in harmony with the area and do not detract from the character of neighbouring buildings. Stone and brickwork are natural materials that need to breathe, and painting or rendering over these materials is not permitted.

Heritage Guidelines

- Retain original shopfront and original building elements and materials on shopfronts of heritage-listed buildings.

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- Where the original shopfront has been removed and replaced by an unsympathetic alteration the reinstatement of earlier styles of shopfront in harmony with the overall building character is desirable.
- Alterations to heritage places must respect the character of the place by the use of sympathetic materials, colours and detailing. Alterations should not detract from, or obscure important feature of the building.
- Solid non-transparent shutters will not be approved. Where additional security is required, open, lattice-type security grills may be installed, preferably behind the glazing.
- Roller shutters should be an open design to allow a clear view to the shopfront and not detract from the aesthetic significance of the heritage place.

4.6 Awnings

Awnings provide shelter for pedestrians and streetscape continuity. New awnings should follow the general alignment of awnings in the street, but can be stepped to follow the contour of a sloping street. Under-awning lighting should be installed to increase pedestrian safety and shopfront security. Awning signage is often used to provide the name of the business. Council encourages businesses to work with their neighbours on a standard approach to colour and signage if possible.

5. PROGRAM PROCEDURE

The following steps outline the Program procedure.

5.1 Advice from Council

Prior to undergoing preparations for the application process, the applicant may seek advice and assistance from a City Economy representative. The applicant may be advised to submit a Development Application for the proposed works. This should be submitted prior to making an application to the Program.

5.2 Seeking permission

If the applicant is not the owner of the building, written permission must be sought for approval to undertake works on the premises. This approval is a requirement of the application.

5.3 Preparation of plans

The applicant must prepare detailed plans for the proposed works, which can be provided by an experienced contractor or supplier. The plans should reflect the recommended guidelines outlined here, and should indicate proposed materials used, colour scheme, and the details and location of any signage. The applicant may need to consult with neighbours and other businesses on the street, and decide if a standard approach to awning colour and signage is possible.

5.4 Obtaining quotes

The applicant must obtain at least two itemised quotes from experienced and suitable contractors to undertake the proposed works.

5.5 Submitting the application

The application form can be obtained on the Council website, and should be submitted with all relevant documentation, including: Development Application details (if applicable), owner's consent, detailed plans, two quotes, and the completed application form.

If all relevant information has been submitted by the applicant, Council will notify the applicant of the outcome of their application within 4-6 weeks of receipt. Additional time may be required for clarifications and complex plans/proposals.

5.6 Confirmation and starting work

Applicants will receive written confirmation of their approved application, as well as the total amount that Council will grant under this Program. Works may begin only after this confirmation is received. Council will only grant approval to works which have owner's consent and all necessary planning approvals.

5.7 Receiving the subsidy

Council will pay the agreed sum once all works are completed. Upon completion of works, Council will inspect the property to ensure that work has been undertaken satisfactorily. The applicant must complete and submit a Shopfront Façade Upgrade Program Evaluation, and an invoice addressed to Council for the agreed sum. As per Council's standard procedures, it will take up to 30 days from receipt of an invoice for funds to be paid.

6. TERMS & CONDITIONS

To ensure that Shopfront Façade Upgrade Works (**Works**) undertaken under the Shopfront Façade Upgrade Program (**Program**) are delivered in a satisfactory manner, and are of a consistently high standard, the following terms and conditions apply:

1. The Program applies only to the exterior façade(s) of the property which has public access onto a laneway or commercial street.
2. Applications will only be considered if all necessary documents are submitted, including:
 - Owner's consent (if applicable);
 - Plans;
 - Two (2) itemised quotes from the contractors proposed to carry out the Works; and
 - Planning approvals (including, but not limited to) Council / Private Certifier. (if applicable).
3. Council reserves the right to approve or refuse any application it receives.
4. Applications which qualify for the subsidy will be approved by Council on a first-come, first-served basis until the total annual Program budget allocation is expended.
5. Applications must be approved by Council, and an agreement entered into between Council and the Applicant, before any Works are undertaken (**Agreement for Subsidy**).
6. The Works must be undertaken by licensed contractors agreed by Council using recognised new quality materials.
7. On completion, the Works must be inspected by Council and the subsidy paid only if the Works have been completed in its entirety as set out in the Agreement for Subsidy.
8. Works approved for the subsidy must be completed within 12 months from the date of the Agreement for Subsidy or the subsidy will be forfeited and reallocated in Council's absolute discretion.
9. Any overrun in cost is not the responsibility of Council and extra funds will not be granted.
10. Subsidies will be paid by a Council cheque or EFT after submission to Council of:
 - a) Written advice that the Works have been completed;
 - b) Confirmation that the Works were completed within 12 months of subsidy approval;
 - c) A receipt from the contractor (including ABN) confirming that the Works have been paid by the Applicant in full; and
 - d) A Tax Invoice (including ABN) to Council from the applicant for the agreed sum.
11. Council is not responsible for the Works or their ongoing maintenance. The extent of Council's obligations is the payment of the subsidy, subject to these terms and conditions.
12. To the extent permitted by law, the Applicant releases, discharges and indemnifies (and keeps indemnified), Council from and against any claim, expenses, losses (including consequential losses) and damages which may be brought against or made upon or incurred by Council arising under or in connection with the Works including but not limited to any negligent or unlawful act or omission of the Applicant or its employees, contractors and agents, any loss of or damage to real or personal property, and personal injury or death caused or contributed to by the Applicant or its employees, contractors and

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agents.