



MAYBOLE TOWN CENTRE REGENERATION

Improving Maybole's Shopfronts



HISTORIC
ENVIRONMENT
SCOTLAND



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Introduction

In this booklet, you will find all you need to know about the Maybole Regeneration Project shop front improvement scheme.

The scheme aims to make Maybole's town centre a more attractive place to live, work and visit. This guide provides information, advice, and guidance on repairing, altering, and restoring shop fronts. Attractive shop fronts will make a significant contribution to improving the visual look and feel of the town centre providing a better experience for residents and visitors alike.



What is the Maybole Regeneration Project?

The Maybole Regeneration Project is a four-year regeneration project investing in the town centre so it becomes an even better place for residents, businesses, visitors, and the communities in and around Carrick's ancient Capital.

Included in the project are plans to invest in:

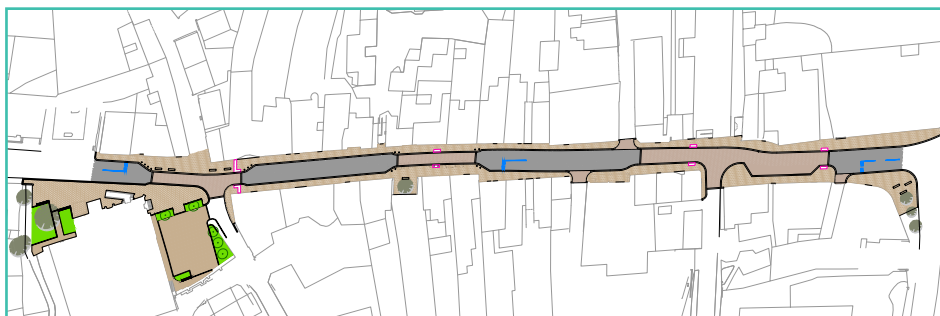
- Improving shopfronts by working with shop owners and providing grants to owners to undertake improvement works
- Up to five important buildings to conserve and protect these for current and future generations including the Speakers Club, the Town Hall, and the Castle
- Other buildings in the project area by working with owners and providing grants for exterior conservation and restoration works (see the booklet A Guide to Traditional Building Repair and Maintenance in Maybole).
- Developing and improving walking and cycling routes from and to the town centre and the proposed new school campus.
- Transforming the public spaces in the High Street so it is a better place to live, visit, work, shop and spend time in.
- An activities programme so that residents in and around Maybole benefits through learning, apprenticeships and volunteering opportunities.



What is the Shopfront Improvement Scheme?

The Shopfront Improvement Scheme looks to enhance shop fronts, improving the appearance of the town centre by working with, and providing grants to, owners.

Grants up to 95% of cost of high quality shop improvement are available to properties in the project area. The project area is along the main street from the Speakers to the Cassillis Hotel.



Why Improve Shopfronts?

It has long been accepted that there is a clear link between the quality of the buildings and their surroundings and the economic success of a town. Shopfronts are highly visible and the image they project has a huge impact on the quality of the built environment and the way people who live, work and visit feel about an area.

Shopfronts also play an important feature in defining the character and appearance of the centre of a historic town such as Maybole. Improving Maybole's town centre shops will help nurture a quality retail environment that will help attract shoppers, visitors, and new businesses while providing a better experience for residents.

The benefits of improving the shop fronts include:

CLEAN & TIDY

Making the street more attractive.

ADD CHARACTER

Creating a high-quality environment enhancing the historic character of the town centre.

IMPROVING LIVES

Improve the quality of life of people who live in and around Maybole.

BUSTLING TOWN CENTRE

Create a town centre that people will want to visit, linger, meet friends and go shopping.

NEW OPPORTUNITIES

Increasing footfall to the shopping area, leading to new opportunities for businesses and the potential to create jobs.

Maybole Historic Shopfronts

Historic shop fronts were designed as part of the building and the best materials were used, often with decorative features including specialist joinery works, tiling, and ornate stonework.



Maybole High Street was a bustling centre of activity with many shops offering a wide variety of choice for shoppers in North Carrick. Over time both the variety of shops and the quality of the shop fronts declined as shoppers changed their habits and started shopping in larger supermarkets and retail parks. Narrow pavements and the volume of traffic passing through the town also makes the maintenance and repair of buildings difficult.

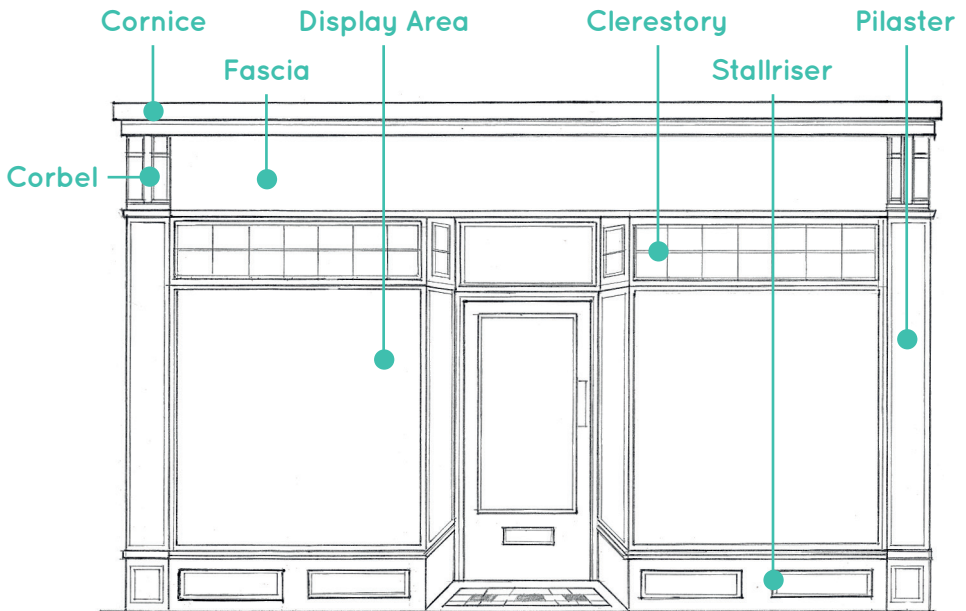


Shopfronts have, in many cases, used out of character materials such as plastic or PVC. Original proportions, and finer details, have been lost and signage and advertising have become disproportionate to many buildings. Many shops have installed rolling shutters which, while providing added security, are out of character to the building and when closed give the street an unwelcoming look and feel which tends to deter shoppers.

Principles of Good Shopfront Design

Before considering what design you may wish for your improved shop front it is worth considering how some general principles in best practice design might help inform on the new shop front.

- The aim should be to reinstate details and original features that are proportionate to the shop and the building.
- The work should enhance the character of the town centre and the Maybole Conservation Area.
- Restore original features and details using high-quality materials.
- Contact the Project Office. The project has a Conservation Architect who will be able to provide advice and guidance.
- Planning permission may be necessary.



Details of Good Design

1. Cornice

A cornice, Italian for a ledge, provides an attractive horizontal division between the shop front and the floors above. Originally its purpose was to draw away water from the building to prevent damaging the fabric of the building. It is usually constructed of stone or timber with a lead flashing. Surviving cornices should be retained and restored, or reinstated if missing.



2. Corbel Bracket

Corbel brackets provide support to the cornice and are usually located, though not always, at the top of pilasters. Corbels can be plain or highly decorative and add character to a shopfront. Original corbel brackets should be retained or restored.

3. Pilasters

Pilasters are non-structural shallow columns that project out of the wall and often provides a vertical separation between shops. Along with the cornice and console brackets, they form a 'frame', which the rest of the shopfront is contained within. Often over time original pilasters are covered up but remain in place, hidden by more modern additions. Any remaining pilasters, including their details, should be uncovered, retained and restored or, if lost, replaced in a style in keeping with the building.



Details of Good Design

4. Fascia

The fascia is a horizontal board situated beneath the cornice, historically constructed from painted timber. This is where the shop signage is normally situated upon. In Maybole many of the original fascias have been either covered up with new pvc signage or have been lost. Fascias should be restored to the original level and depth with no sub-fascia advertising. They should sit below the cornice level and between the pilasters. Surviving fascia boards should be retained and re-used. Internally illuminated box fascias are not appropriate in a Conservation Area.



5. Signage & Advertising

Signage should be confined to the fascia of a shopfront. Advertising clutter, such as posters & window stickers should be avoided – it detracts from the appearance of a frontage & can put off customers.

- Lettering should be in proportion to the shopfront – not more than two-thirds of the height of the fascia board.
- Traditional hand-painted lettering is encouraged. Cut out individual letters are also acceptable.
- If historical evidence exists, a maximum of one, modest, projecting sign per shop is acceptable.

Details of Good Design

6. Stallriser

The stallriser is the built-up area between the pavement and the window of a shop. It reduces the risk of damage to the glazing, provides a solid base for window displays, and allows for ventilation into the shop interior. Surviving stallrisers should be retained and restored. If lost or altered they should be reinstated to the original height and using appropriate materials.



7. Windows & Doors

Traditional shopfronts had large window areas for displaying goods, often with recessed doors. They were constructed using timber. These have been lost in Maybole, replaced by multiple sub-fascias and 'off the shelf' aluminium shop front systems. The original glazing and door pattern should be reinstated, including vertical and horizontal subdivisions. Where lowered ceilings cannot be removed they should be raked to fascia level or positioned to meet the window transom.

8. Window Display

An interesting window display should showcase the goods for sale in the shop, which attracts customers and enlivens the street. Windows should be used to display goods for sale, not for advertising signage.



Details of Good Design

9. Colour

Shopfronts should be painted in appropriate colours that add to the character of Maybole's Conservation Area.



10. Other elements

- **Decorative Elements** - such as tiling, mosaics, or trade emblems like barber's poles should be retained.
- **Blinds and Canopies** - Retractable blinds and canopies were part of the historic streetscape of Maybole and many high streets in Scotland. Consider re-installing where possible in a style in keeping with building.
- **Lighting** - is best used internally to illuminate the goods for sale and allow light to spill onto the street, making it feel safer after dark.
- **External Alarm Boxes** - act as a visual deterrent, but can also detract from the shopfront. They should be sited inconspicuously and painted to match the frontage.
- **Ironmongery** - Traditional ironmongery such as door handles, letterboxes, ventilation grilles, and window fittings are often overlooked, however, these contribute to the character of a shopfront and should be retained and refurbished.
- **Storm Doors** - Traditional storm doors could be folded back into an entrance lobby allowing them to appear as timber panelling and not impede customers. They offer effective protection and should be retained or restored.

Security

Security considerations are an integral part of re-designing the shop front.

Over recent years many businesses have installed rolling shutters, which while understandably providing security are unsightly when closed, inappropriate to historic buildings, and add to the unwelcome feeling of a town centre which can contribute to the town centre's decline.

- Shutters are not normally integrated into the historic building and alongside inappropriate signage contribute to distorting proportions.
- Shutters obscure the display within the window.
- Shutters contribute to the feeling that a high street is unsafe and /or unwelcoming.



Alternative Solutions

There are other, more appropriate, security solutions to rolling shutters that will enhance the appearance of the shop and its displays, adding to the quality of the High street and contributing to building a thriving Maybole town centre. Examples include;

- Security safety glass
- Removable external metal grills
- Improved CCTV
- Internal shutter systems – internal shutters do not require planning permission
- A combination of all of the above.



The Shopfront Improvement Grant Scheme

Grants are available in the project area (See map on page 5). Grants can cover up to 95% of the improvement scheme. The owner is responsible for the remaining 5% contribution.

Eligible Works

Grants are available only for specific works:

- Re-instatement of a traditionally designed shopfront.
- Removal/remodelling of inappropriate fascia or advertising and replacement with appropriate design.
- Painting.
- Some security measures such as removing roller shutters.
- Alterations to shopfronts may require statutory consents such as planning permission, listed building, or advertisement consent. Contact South Ayrshire's Planning Department for guidance.

Costs that can be included in the grant:

- Cost of all materials and labour for the eligible physical works of the shopfront.
- Professional fees where applicable. You must provide 3 quotations.
- Statutory fees for the planning application, advertisement consent or building warrant application – if applicable.
- VAT on repair costs and fees can be included where it cannot be recovered. If you are registered for VAT your grant will be based on the net eligible cost.

Framework Architect

If you are approved for a grant from this scheme you will need to follow the guidance in this leaflet and follow best practice in conservation and repair work. You will need to appoint a Conservation Architect of your choosing to develop your plan. The cost of the Conservation Architect can form part of your grant application. The project has a Conservation Architect who is familiar with Maybole and the scheme. You may choose to contract the services of this Framework Architect and incorporate the costs into your grant claim. Further information is available from the project office, details at the end of this booklet.

Grant Value

Shop owners may apply for grants covering up to 95% of the cost of the improvement to a maximum of £23,750. Most grants will be less than the maximum so more shops benefit from the scheme. The scheme will run for three years as below.



I am interested in the scheme what should I do?

Complete the preliminary grant application form at the end of this booklet. It is also available at www.regeneratingmaybole.scot/grants. Once the provisional grant application has been received a member of the team will be in touch to discuss your project and will arrange to visit your premises. If your plans qualify for the grant scheme, help and assistance will be provided. You will need to appoint a conservation architect to develop the plans (see Framework Architect information above). Once the plans are developed each owner will submit a more detailed grant application detailing the plans and costs for final approval.

I am in the conservation area but do not qualify for a grant – what help is available to me?

Contact the project office who will work to help you.

Who decides?

Applications are decided by a panel of the Project Board, who meet monthly.

How long will it take to make a decision?

Decisions will be made on a monthly basis.

If approved when will the grant be paid?

Grants will normally be paid on submission of a claim with supporting invoices from suppliers. The Project Officer will work with each owner to make sure grants are paid promptly when approved.

Preliminary Grant Application Form

Please complete in CAPITALS and black ink. If you require any assistance in completing this form, please contact the Maybole Regeneration Project Team - contact details are listed at the back of booklet.

Applicant Name

Business Address incl postcode

Home Address

Telephone (Home or Business)

Telephone (Mobile)

Email Address

Are you the owner **YES/ NO**

When do you plan the works to start?

Description of works (help can be provided by the project team)

Estimated costs of works

Do you have a conservation architect/professional advisor? YES / NO

If you answered NO to the above question are you interested in using the services of the projects' conservation architect?

Are you VAT registered?

Is it a business or residential property?

Is your property within the conservation area?

Sign

Print Name

Date

Please send this form to PROJECT OFFICE ADDRESS (could have a space where a label could be fixed so can change when project office is confirmed)

For information advice and guidance please get in touch with the project office on 0300 123 0900

Further Information

Maybole Regeneration Project

Tel: 0300 123 0900

www.regeneratingmaybole.scot

Email: info@regeneratingmaybole.scot

Find us on: facebook  and twitter 

South Ayrshire Council Planning Department

Tel: 01292 616 107

Email: planning.development@south-ayrshire.gov.uk

Historic Environment Scotland

Tel: 0131 668 8600

Email: hmenquiries@hes.scot

The Engine Shed – Scotland's Building Conservation Centre

www.engineshed.scot/publications/

Useful Documents

Maybole Conservation Area Management Plan

www.south-ayrshire.gov.uk/documents/

Historic Environment Scotland Guide to Maintaining your home

www.historicenvironment.scot/archives-and-research/publications/

Funding

The Maybole Regeneration Project gratefully acknowledges the funding received from the European Agriculture Fund for Rural Development via South Ayrshire's LEADER programme in producing this brochure. More information can be found at:

https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_en



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