

# Church Road

Greystones, Co.Wicklow

Streetscape Enhancement Plan

Final Report

February 2026



Comhairle Contae Chill Mhantáin  
Wicklow County Council



An Chomhairle Oidhreachta  
The Heritage Council



Bringing Together People, Partnerships & Possibilities



Studio Myco

# Contents

- 01 **Introduction** | Overview of the plan & process
- 02 **The Church Road Story** | Understanding Church Road & its development
- 03 **The Case for Change** | Assessing the issues & opportunities of Church Road
- 04 **Church Road Reimagined** | Design Guide & Streetscape Enhancement Plan

# Introduction

## Overview of the Plan and Process

- 1.1 Foreword
- 1.2 Background to the Project
- 1.3 Study Area
- 1.4 Policy and Regeneration Context



# Foreword





# Background to the Project

## Overview

The Church Road Streetscape Enhancement Plan was commissioned by Wicklow County Council in July 2025 through the Heritage Council's Historic Towns Initiative (Stream 2) an innovative programme from The Heritage Council and the Department of Housing, Local Government and Heritage.

The project is aligned with the Town Centre First policy and thus seeks to enhance the historic character of Church Road, improve public realm quality, and support vibrant, accessible, and attractive town centre spaces for living, working, and visiting.

The development of the Plan has been led by Studio Myco, an Architecture and Urbanism studio, with support from a multidisciplinary team of specialists in Landscape Architecture, Conservation, Engineering and Transport. Wicklow County Council and the Greystones Town Team have been integral to the development of the Plan.

A collaborative, stakeholder-driven approach has underpinned the project, drawing on insights from the Greystones Public Realm Plan 2020 to ensure cohesion with the town's broader public realm strategy, with input from local businesses and residents on Church Road, as well as members of the wider Greystones Community.

## Study Area

The Plan focuses on the commercial high street of Church Road, from the Greystones Library to La Touche Place (see overleaf for map).

## Project Aims

Building on the Greystones Public Realm Plan, the Plan aims to:

- Recreate the historic tree lined avenue to Church Road thus enhancing its historic character;
- Analyse the existing street frontage and recommend improvements to enhance the historic character;
- Enhance permeability for pedestrians and cyclists, building upon Greystones' walkability;
- Improve the setting of key landmark buildings in the vicinity;
- Tree planting and rain gardens to enhance resilience to climate change and biodiversity loss;
- Appropriate light features to enhance the historic character to attract footfall and support the night-time economy;
- Flexible spaces for local businesses to use for outdoor dining;
- Fixed seating to provide gathering spaces.

## Project Process

The project process has been aligned to the Town Centre First Policy and adheres closely to the the Historic Towns Initiative Framework for heritage-led regeneration plans. This included:

1. **Introduction** - Overview of the Plan and Process.
2. **The Church Road Story** - Understanding Church Road and its development.
3. **The Case for Change** - Assessing the issues and opportunities of Church Road through collaboration.
4. **Church Road Reimagined** -Design Guide & Streetscape Enhancement Plan

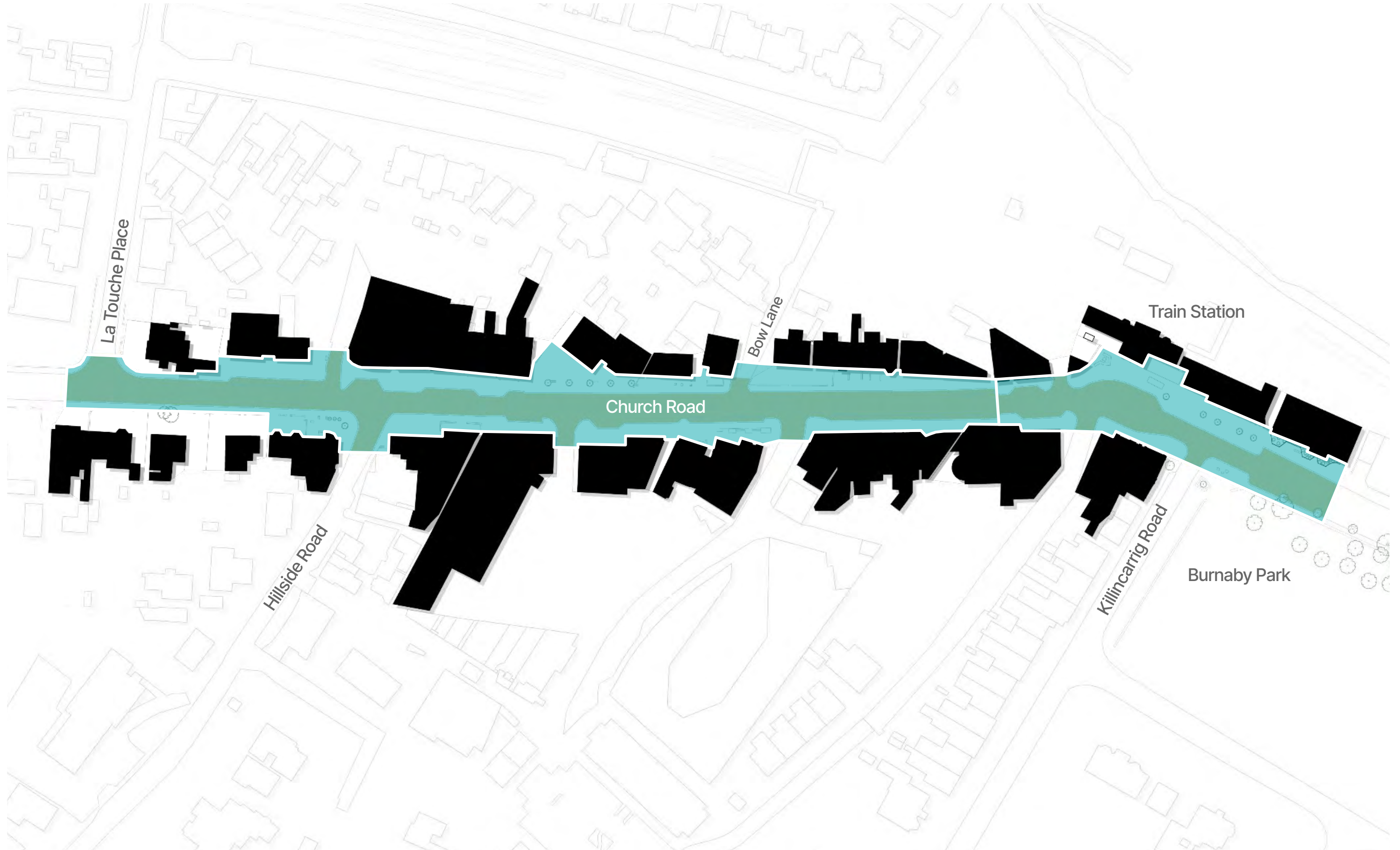
# Why a heritage-led regeneration plan?

*“Regeneration is the process of bringing social, cultural, economic and environmental life back into an area. A heritage-led regeneration strategy recognises that it is the cultural heritage of a town that gives it a unique identity and which is central to the creation of a high quality of life for its inhabitants. Capitalising on the potential of the town's heritage to create an attractive, sustainable living environment requires an integrated approach that recognises the evolving needs of the town and its people now and into the future...”*

*Placing heritage at the forefront of the regeneration of our towns ensures that the local distinctiveness, community spirit, values and traditions are retained and enhanced while allowing new interventions to take place. Townspeople are an essential component of what makes the place special and their participation in the process of regeneration is critical to its success.”*

**Historic Towns Initiative,**  
Framework for the Pilot Phase, 2012

## Study Area





# Policy and Regeneration Context

The following is a high level review of the global, national, regional and local policy context which has informed the development of this Plan.

## Global Policy Context

### UN 2030 Sustainable Development Goals |

The 17 UN Sustainable Development Goals (SDGs) define the strategic global challenges, including those related to poverty, inequality, climate, environment, prosperity, peace and justice, that we need to address to achieve a better and more sustainable future for all.



**The New European Bauhaus (NEB) |** The recently launched New European Bauhaus is a creative and interdisciplinary initiative that aims to connect the UN SDGs and the European Green Deal (which set the goal of making Europe the first climate-neutral continent by 2050) to our daily living spaces and experiences. It calls for architectural quality and design thinking to ensure a high quality living environment for everyone, and the establishment of more symbiotic relationships between our urban and natural worlds.

## National Policy Context

**Project Ireland 2040 |** Project Ireland 2040 is the Government’s overarching vision and policy initiative to make Ireland a better country for all. The strategy ensures the alignment of investment plans with 10 National Strategic Objectives for 2040 in a considered, cohesive and defined manner. The National Planning Framework (NPF) and the National Development Plan 2021-2030 (NDP) combine to form Project Ireland 2040. The NPF sets the vision and strategy for the development of the country to 2040 and the NDP provides the enabling investment to implement that strategy.

**Heritage Ireland 2030 |** Heritage Ireland 2030 is Ireland’s national heritage plan, published by the Department of Housing, Local Government and Heritage. It provides a long-term framework for the protection, conservation and promotion of Ireland’s built, natural, and cultural heritage. The plan is structured around three central themes - Communities, Leadership, and Partnerships - and seeks to embed heritage as a core value in public policy and decision-making. It promotes adaptive reuse, community participation, and heritage-led regeneration as drivers of sustainable development.



**Town Centre First Policy 2022 |** This Policy aims to create town centres that function as viable, vibrant and attractive locations for people to live, work and visit, while also functioning as the service, social, cultural and recreational hub for the local community. It represents a new approach to the development of our towns where local communities and local businesses can be central to reimagining their own towns and planning their own futures. The policy recognises that each town is unique and thus requires unique solutions to address the challenges and opportunities they face. The policy is underpinned by a multi-billion Euro investment programme spread across Government schemes. The Town Centre First Plan provides a basis for multiple stakeholders to seek funding from such schemes.



**Town Centre First Heritage Revival (THRIVE ) Scheme |** A national–EU co-funded programme that aims to revitalise town centres through the adaptive reuse of heritage buildings. It supports local authorities in developing strategies and capital works to bring derelict or underused heritage structures back into sustainable use, in alignment with the Town Centre First policy and the values of the New European Bauhaus. The ethos of the scheme supports a heritage-led approach to regeneration along Church Road, linking conservation with economic and community benefit.

**Climate Action Plan 2024 |** The compact growth agenda outlined in the NPF is reinforced through Ireland’s Climate Action Plan 2024 (the third annual update) which provides a roadmap for taking decisive action to halve Ireland’s emissions by 2030 and reach net zero by no later than 2050. It promotes extensive retrofitting of existing premises and housing stock and the prioritisation of brownfield and compact development. The actions committed to in the Climate Action Plan 2024 strongly support the regeneration and revitalisation of Ireland’s towns, including through reducing demand for travel by car, sustaining economic and social activity at street level and increasing access to shops, employment and amenities by sustainable transport modes.

**DMURS Design Manual for Urban Roads and Streets |** DMURS provides the national framework for the design of urban roads and streets, published jointly by the Department of Transport and the Department of Housing, Local Government and Heritage. It establishes a place-based approach to street design, prioritising pedestrians, cyclists and public transport users, and promoting safe, accessible, and attractive streetscapes.

DMURS is a mandatory design standard for local authorities in urban areas and forms a key reference for the design of public realm and movement within town centres. The enhancement of Church Road should demonstrate compliance with DMURS principles, ensuring a balance between movement and place, pedestrian comfort, and the character of the historic streetscape.



# Policy and Regeneration Context

## Regional Policy Context

**Regional Spatial and Economic Strategy (RSES) for the Eastern and Midland Region 2019–2031** | The Regional Spatial and Economic Strategy is a strategic plan and investment framework to shape the future development of the region to 2031 and beyond. The overall aim of the Strategy is to create a sustainable and competitive region that supports the health and well being of people and places.

The three key principles of the RSES are focused on healthy placemaking, climate action and economic opportunity. Each of these principles are supported by the inclusion of compact growth and urban regeneration, integrated sustainable transport options, a promotion of enhanced green infrastructure and protection of local biodiversity and natural heritage. Greystones is located within the Eastern Region of the EMRA Strategic Planning Areas.



## Local Policy Context

**Wicklow County Development Plan 2022–2028** | The Wicklow County Development Plan 2022–2028 sets out the statutory planning framework for the County, aligning with national and regional objectives for sustainable growth, built heritage conservation, climate action, and town centre regeneration. The following sections are of particular importance to the Church Road Streetscape Enhancement Plan:

- **Built Heritage and Architectural Conservation Areas:** Chapter 8 of the Plan establishes policies to protect and enhance the built heritage of the county, ensuring that development within or adjacent to Architectural Conservation Areas (such as Church Road) preserves or enhances their special character. It promotes the reuse of existing buildings and the repair and retention of original materials and features.
- **Appendix 1 – Design Standards, Section 6.4 Shopfront Design Standards:** Provides detailed design standards for shopfronts, signage, and associated elements. It emphasises the use of traditional materials such as painted timber, the maintenance of appropriate proportions relative to upper façades, and the avoidance of visually intrusive features such as external roller shutters and illuminated box signs. New or refurbished shopfronts must contribute positively to the character of the street and respect the architectural rhythm of adjoining buildings.

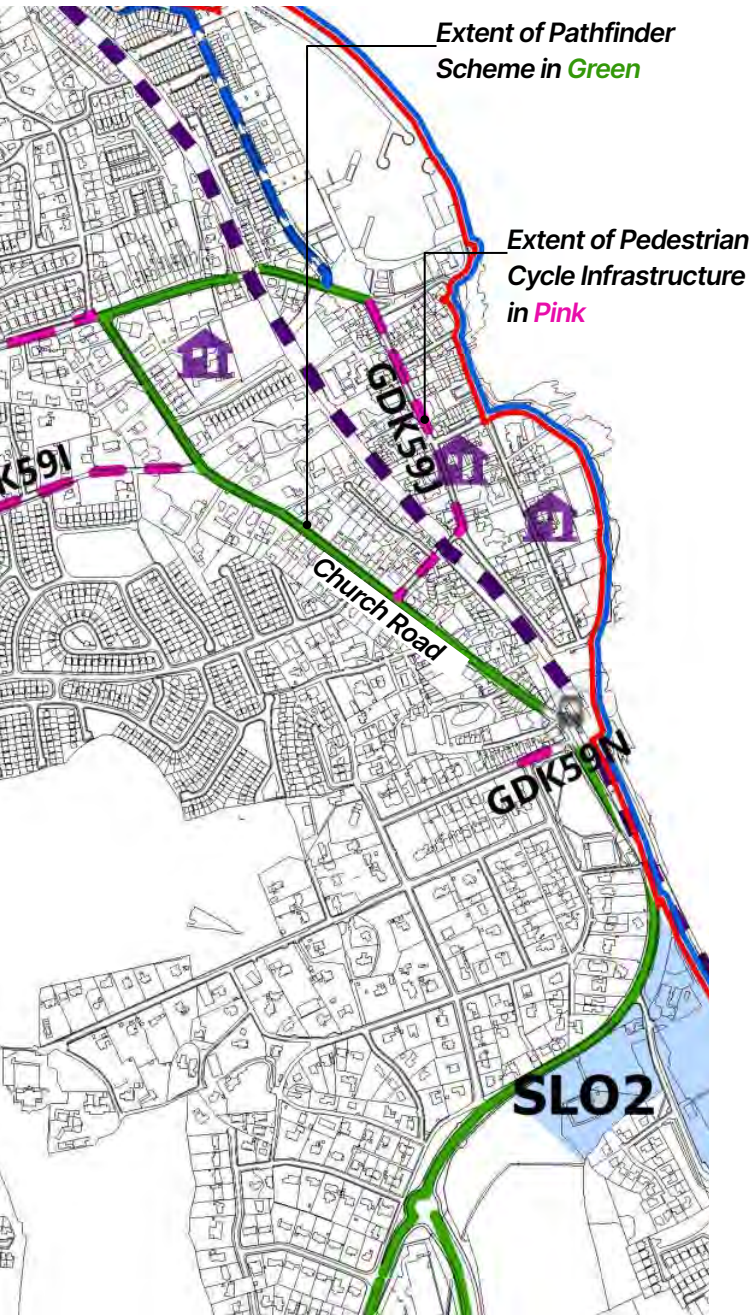
**Wicklow County Council Climate Action Plan 2024–2029** | Wicklow County Council adopted a Climate Action Plan that sets out emissions reduction and resilience measures and requires that plans and projects demonstrate support for climate objectives. For Church Road, this means integrating active travel, greening/urban cooling, sustainable materials and carbon-aware decisions into the heritage-led streetscape scheme (and using the Climate Action Plan to justify low-carbon public realm choices).

**Greystones-Delgany & Kilcoole Local Area Plan 2013 – 2019** | The existing Local Area Plan sets a framework for the sustainable development and regeneration of the Greystones–Delgany–Kilcoole area, with objectives focused on compact growth, improved connectivity, and enhancement of the public realm. It identifies the importance of maintaining the distinctive character of Greystones town centre and enhancing streets such as Church Road through improved paving, lighting, planting, and signage controls. A draft Local Planning Framework (2025) is being prepared to replace the LAP, anticipated to strengthen objectives for town centre revitalisation, brownfield redevelopment, and public realm improvement. Of particular note to Church Road are:

- **Pathfinder Scheme:** Accelerate walking and cycling projects, the Pathfinder Scheme in Greystones focuses on improving connections between the town centre and the railway station. It supports the creation of safe, high-quality pedestrian and cycle routes, enhancing accessibility to public transport and strengthening the link between Church Road and the station as a key sustainable mobility corridor.

- **Improved Pedestrian Cycle Infrastructure:** Indicated between Church Road and La Touche Place, and Church Road and Killincarrig Road.

The ongoing enhancement of Church Road aligns directly with these objectives, contributing to improved streetscape quality, pedestrian movement, and overall town centre vitality.





# Policy and Regeneration Context

The following is a high level review of the global, national, regional and local policy context which has informed the development of this Plan.

**Greystones Public Realm Plan, 2020**  
The Greystones Public Realm Plan was commissioned in 2019 by Greystones 2020 and Wicklow County Council, lead by The Paul Hogarth Company. It sets out a long-term roadmap (10–15 years) for enhancing the quality, function, and character of Greystones’ public spaces. The Plan acknowledges Greystones as a vibrant and economically successful town facing challenges from continued growth and development pressures. It provides a visionary framework to manage that growth sustainably, improve the town centre environment, and strengthen its sense of place.

Focuses primarily on Greystones town centre, including Church Road, the plan was informed by extensive local engagement with residents, businesses, schools, elected members, and community groups to ensure shared ownership and relevance. A series of strategic themes and projects were proposed, aimed at creating a more attractive, accessible, and inclusive town centre that reflects Greystones’ coastal identity.

**Church Road Project (Project A1)**  
Church Road is identified as the main commercial and social spine of Greystones - central to local life and identity - but constrained by traffic dominance, narrow footpaths, and visual clutter.

The project aims to rebalance the street towards people rather than vehicles, creating a safer, more sociable, and visually cohesive environment that reflects the town’s quality and coastal setting.

Key Actions of the Project included:

- Widened pedestrian footpaths with high-quality paving.
- Removal of on-street parking to free space for people.
- Decluttering and installation of coordinated street furniture.
- Undergrounding utilities to reduce visual clutter.
- Creation of formal spill-out areas for cafés and shops.
- Enhanced lighting and public seating for comfort and atmosphere.
- Shopfront design guidance to ensure consistent visual standards.

**Shopfront Guidelines Greystones, 2021 (Draft)**

Whilst statutory guidance is provided in Appendix 1 – Design Standards, Section 6.4 Shopfront Design Standards of the Wicklow County Development Plan, the Shopfront Guidelines for Greystones serve as a complementary, place-specific document. They set out the design aspirations for shopfronts and associated premises elements along Church Road and within the town centre, promoting a coordinated and high-quality streetscape.

The guidelines address aspects such as shopfront proportions, materials, colour, signage, lighting, and the treatment of associated outdoor elements including canopies, furniture and displays. Their purpose is to ensure that new or refurbished shopfronts respect the architectural character of Greystones, enhance the public realm, and contribute positively to the overall town centre identity.



The following map outlines the extents of Project A1 in the Greystones Public Realm Plan 2020 and potential phasing strategy for the works (This Plan is focused on Phase 2 and a portion of Phase 1 around the Train Station).



Artist impression of the potential view of Church Road from the Greystones Public Realm Plan 2020 (Image Credit - Paul Hogarth Company).



# The Church Road Story

Understanding Church Road and its development

- 2.1 Location and Context
- 2.2 History of Greystones
- 2.3 Evolution of Church Road
- 2.4 Streetscape Analysis



## Location & Context

Originally centred around the historic settlement of Rathdown, Greystones grew through its coastal and transport connections. The arrival of the railway in 1855 transformed it from a small fishing village into a desirable seaside destination. Today, it is recognised for its quality of life, strong sense of community, and status as one of Ireland's most attractive coastal towns.

Rapid housing expansion around the traditional town centre has created a more dispersed urban footprint, while increasing reliance on private vehicles has led to congestion and a diminished pedestrian experience. The marina development has introduced a distinct architectural character, highlighting the need for coordinated design and placemaking across the town.

Greystones is highly connected nationally, with a direct DART link to Dublin, proximity to the N11/M11 motorway, and bus services to Bray, Wicklow, and Kilcoole. Its position between the Irish Sea and Sugar Loaf Mountain combines accessibility with a scenic setting. Within the town centre, however, significant traffic flow, particularly along the Regional Road of Church road, results in congestion and reduced safety and comfort for pedestrians and cyclists.

The town also offers unique recreational opportunities, notably the Greystones to Bray Cliff Walk, which provides coastal and mountain views and a connection to a looped trail over Bray Head. Walkers can usually return by DART from Bray. Currently, the Cliff Walk is closed due to erosion and safety concerns; access is limited to the section from Greystones to the southern barriers and the Bray Head loop, with an alternative loop around Bray Head signposted for walkers.



*Greystones Harbour Marina*



*Greystones Train Station and DART link*



*Greystones to Bray Cliff Walk*



*Regional Map of Greystones*

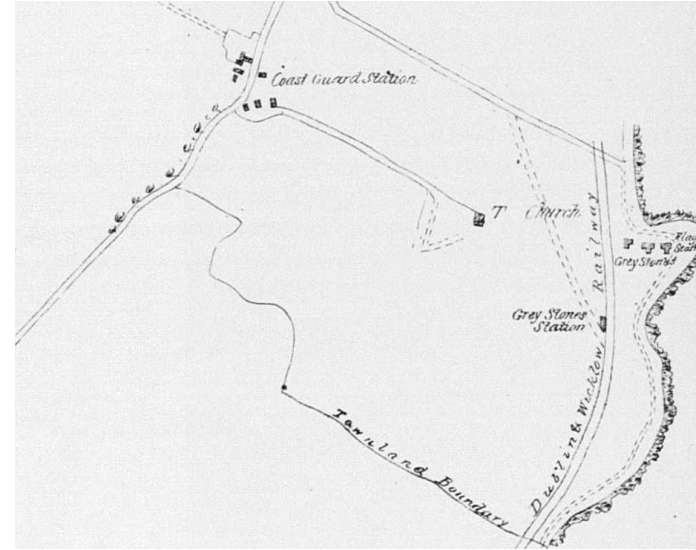


# History of Greystones



## Ancient Roots

The first medieval settlement in the area was Rathdown village, protected by Rathdown Castle (1200 AD) on the site of an ancient rath linked to King Erimon (1699 BC). Today, only the remains of the chapel, St Crispin's Cell, remains.



## 1700s-1800s

Greystones first appears in a map of Wicklow in 1760. By 1795 Greystones is described as a 'noted fishing place'. In 1800 Rogert Fraser describes Greystones as having rock stretching into the sea creating a natural harbour.



## Late 19th Century: Development

With the arrival of the railway came opportunity for the 2 landowners, La Touche and Hawkins Whitshed to optimise their holdings with development. The La Touche Lands, to the north of the railway station was set out as a tree-lined avenue known as Church Road with individual plots set out for speculative development. The Burnaby Estate, reputedly Ireland's 1st housing estate was set out to the south of the railway station on Hawkins-Whitshed lands. Laid out in a grid system, the generous plot sizes had houses set back from the street and incorporated public parks and sporting amenities for the well-being of the populace.



## Mid 19th Century: The Railway Arrives

Greystones changed dramatically with the coming of the railway. Renowned engineer Isambard Kingdom Brunel was in charge of building the scenic line from Bray to Greystones. Greystones and Delgany Railway station opened in the autumn of 1856. It formed part of the Dublin to Wicklow railway line, and it was situated on the boundary of the La Touche and the Burnaby estates. The town quickly developed into a thriving seaside destination with easy access for day-trippers from Dublin.



## Late 19th Century: Tourism Growth

In the 19th century, Greystones grew as a popular summer tourist destination, boosted by the new rail link from Dublin. Visitors enjoyed pleasure cruises, carriage rides, and growing amenities, including a golf course, expanded Church of Ireland and at least five hotels by 1920, most notably the Grand Hotel built in 1894.



## 20th-21st Century: A Modern Coastal Town

Completed in 2013, Greystones Harbour Marina has grown from 100 berths to now accommodating up to 250 boats. The marina is located at the heart of the new harbour development which has involved a reconstruction and modernisation of Greystones' centuries old harbour.



# Evolution of Church Road

## Character

Church Road is defined by a formal row of Victorian-era buildings that capture the character of a planned seaside town. With deep plots and narrow frontages, the street maintains a consistent scale and visual rhythm, enhanced by its gently rising topography from Burnaby Park in the south to St Patrick's Church in the north. Framed views towards Bray Head and the sea connect the street to its wider coastal and landscape setting, reinforcing its historic and cultural significance.

## 19th Century

Following the arrival of the railway in the 1850s, Church Road was laid out and developed primarily as housing, providing a key connection between the new railway station and the old road from Blacklion to the Harbour. At its southern end, Station Square emerged where Church Road meets the front of the station, serving as an important arrival point where visitors would alight to horse-drawn carriages waiting to take them along the tree-lined route rising through the town.

Development was denser near the station, with smaller plots and purpose-built commercial premises, while areas beyond the commercial core retained a more suburban, domestic character, with buildings set back from the road and fronted by gardens. Mature trees, established along the route, became a defining feature of Church Road, enhancing its distinctive character and contributing to the street's rhythm and sense of place.





# Evolution of Church Road



## Church Road, 1880s

In the 19th century, mature trees lined the full length of Church Road, creating a strong sense of enclosure and character. A particularly prominent cluster along lower Church Road, within the historic commercial core, framed views of Church Road from the railway station and provided a welcoming arrival for visitors. This tree-lined approach also served as a defining gateway into the town.

Tree-lined avenue provides a welcoming arrival and gateway into Church Road.



## Evolution of Church Road

### 20th-21st Century

The arrival of the motorcar in the 20th century greatly altered Church Road's character. The once tree-lined street was widened for traffic and parking, leading to the loss of mature trees and reduced pedestrian space, shifting the street from a place of gathering to one focused on movement. As Greystones expanded and visitor numbers grew, the high street extended north from the station through modern infill and the conversion of former houses.

Many front gardens were replaced with café terraces and outdoor seating, resulting in a lively but varied mix of building styles, scales, and densities. The historic core retained higher density with smaller plots, but the streetscape became more fragmented, with irregular building orientations and urban "islands." The wide street profile, combined with building setbacks and the loss of trees, reduced the sense of enclosure, while multiple side routes and accesses further dissected the footways, creating a more complex and less cohesive urban environment.





## Evolution of Church Road

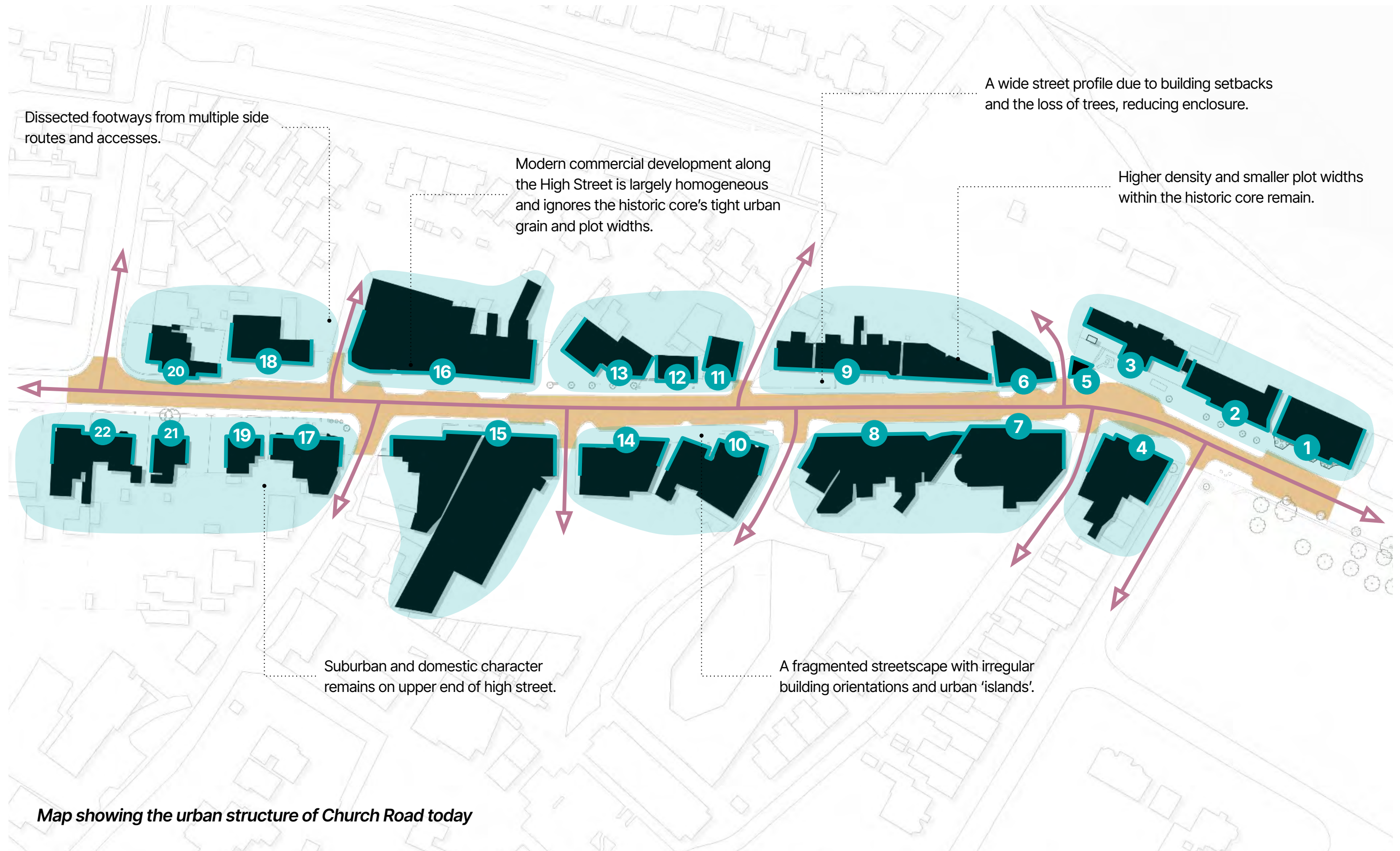
### Church Road, 1960s

By the 1960s, the historic tree-lined avenue of lower Church Road had been removed to accommodate the increasing prevalence of motor vehicles. While this change altered the street's original character, it also created clearer views of Sugarloaf Mountain. Any future reinstatement of trees should therefore be carefully considered to balance a sense of enclosure, maintain an attractive streetscape, and preserve key views.



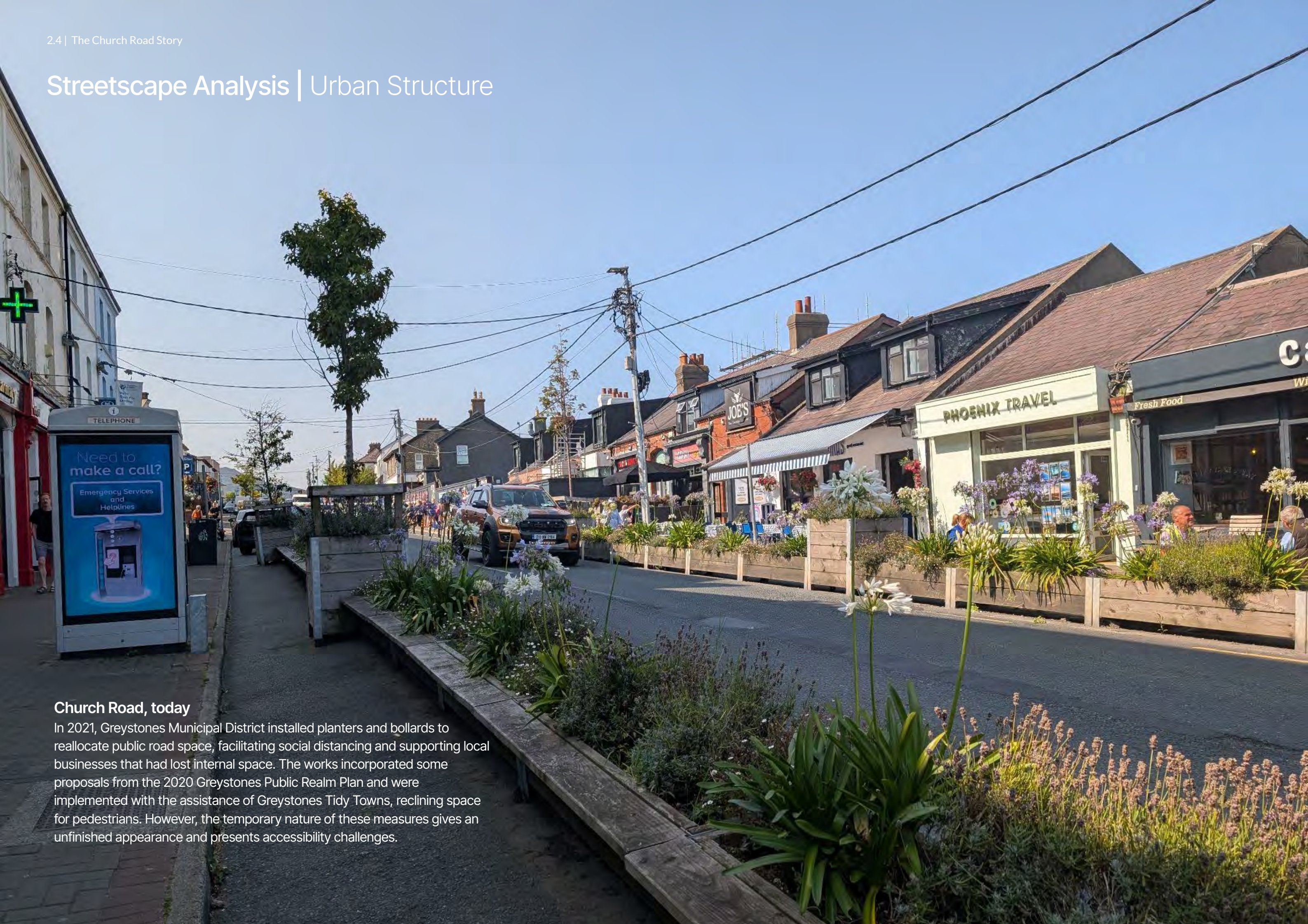


## Streetscape Analysis | Urban Structure





## Streetscape Analysis | Urban Structure



### Church Road, today

In 2021, Greystones Municipal District installed planters and bollards to reallocate public road space, facilitating social distancing and supporting local businesses that had lost internal space. The works incorporated some proposals from the 2020 Greystones Public Realm Plan and were implemented with the assistance of Greystones Tidy Towns, reclining space for pedestrians. However, the temporary nature of these measures gives an unfinished appearance and presents accessibility challenges.



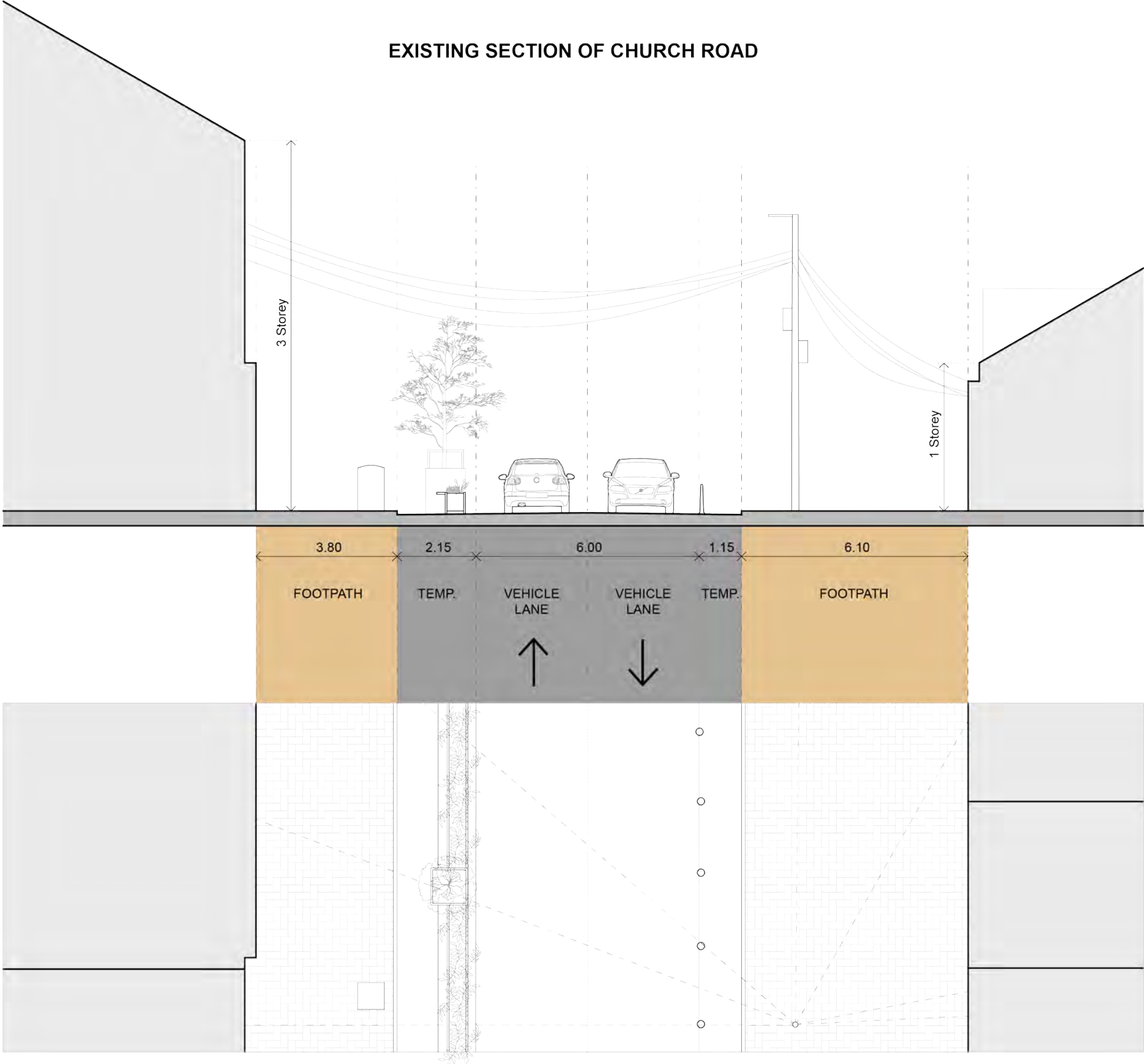
# Streetscape Analysis | Urban Structure

The following street section illustrates the existing urban structure of Church Road, acknowledging both the permanent and temporary elements that shape the streetscape.

There are currently three key components to the street environment:

- **Carriageway (Vehicle Lanes):** The main traffic route defines much of the street’s width, with temporary measures currently influencing its extent and layout.
- **Footpath:** The footpath varies in width and is generous in places; however, the absence of clear zoning between spill-out space, pedestrian movement, street furniture, and utilities creates obstacles and pinch points along the route.
- **Intermediate Zone (Temporary):** Between the carriageway and footpath lies a temporary, redefined zone containing planters and spill-out areas for adjacent commercial premises. While these elements contribute positively to street activity, inconsistent levels and poor integration with the main footpath create accessibility challenges and limit usability.

The wide street profile combined with the relatively low building height (typically two storey) classifies Church Road as a moderate street reserve under the Design Manual for Urban Roads and Streets (DMURS). In this context, the inclusion of street trees is recommended to enhance enclosure, improve visual comfort, and support traffic calming





## Streetscape Analysis | Built Heritage

### Overview

The character of any town is shaped by the buildings that line its streets. These buildings form the enclosing edges of public space, and it is between their façades that the street is experienced. The quality of a street therefore depends both on the road itself, and critically the buildings that define it. This principle has underpinned successful town design for centuries and is clearly expressed in the historic development of Irish towns, where façades, doors, windows and shopfronts face directly onto public space, allowing movement, visibility and social interaction.

In Greystones, this relationship between buildings and public space became particularly important following the arrival of the railway in the mid-19th century. Prior to this, Greystones functioned primarily as a small fishing settlement, with little need for formal commercial architecture. The opening of the railway station in 1856 and the laying out of Church Road as a planned, tree-lined avenue on the La Touche estate marked a turning point. The town began to develop as a seaside resort and commuter settlement, and commercial activity clustered near the station at the lower end of Church Road, where visitors arrived and services were most in demand.

It was here that the earliest purpose-built shopfronts appeared, integrated into late-Victorian terraces and corner buildings. These shopfronts followed the conventions of the period: timber joinery, vertically proportioned glazing, recessed doorways, modest fascias and hand-painted signage, all carefully related to the scale and rhythm of the buildings above.

These early shopfronts demonstrate how commerce, architecture and public space developed together. Doors and windows opened directly onto the street, encouraging activity and providing natural overlooking of the public realm. This passive surveillance made streets feel safer and more sociable when buildings were occupied. Shopfronts were therefore not just commercial fittings, but key components in shaping lively, legible and secure streets.



Station Square, historic shopfront



# Streetscape Analysis | Built Heritage

## Visual Coherence

Visual coherence in a streetscape is achieved when individual buildings and shopfronts, while varied in detail and use, share a common underlying structure of proportion, alignment and hierarchy. Traditional shopfronts provided this coherence through a consistent set of design principles: clearly defined bays, vertical emphasis through pilasters, controlled overall height, alignment of fascias and cornices, and a legible relationship between the ground floor and the upper storeys. These shared rules created a visual framework within which individual shops could express identity without disrupting the collective character of the street.

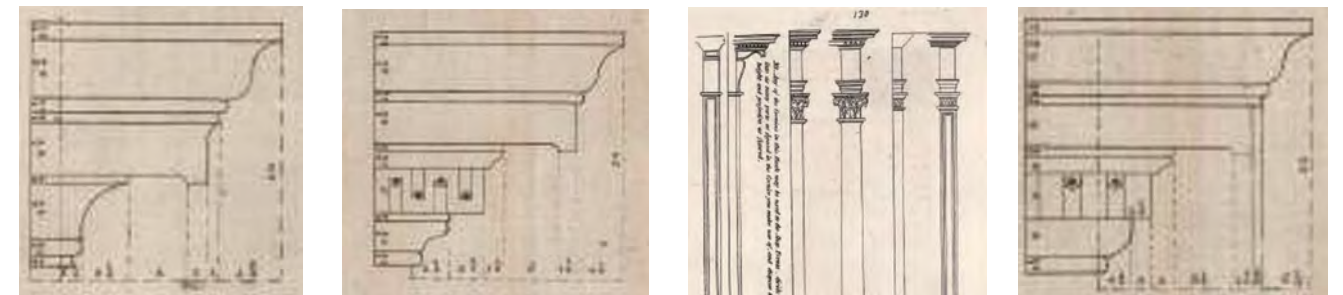
This consistency allowed the street to be read as a single composed space rather than a series of unrelated façades. Repeated alignments of window heads, fascias and cornice lines established rhythm, guiding the eye and giving order to visual experience. At pedestrian level, the depth and detail of traditional joinery - mouldings, frames, recessed entrances and stallrisers - created texture and shadow, making the street engaging and comfortable to walk along.

Coherence also supports legibility. People instinctively understand where entrances are, where activity occurs, and how buildings relate to one another when a shared design language is in place. Traditional shopfronts made this intuitive, using proportion and hierarchy rather than signage alone to communicate use and scale.

Where these principles are lost, the street becomes visually fragmented. Individually designed frontages compete for attention, and the absence of shared alignments or proportions makes the street harder to read and less pleasant to occupy. Traditional shopfront design therefore remains a powerful tool for creating coherent, human-scaled streets - allowing diversity within a disciplined structure, and ensuring that change can occur without eroding the overall quality of the townscape.



*Illustration of existing frontage on Church Road*



*Cornice details from pattern book, 'The Builder's Golden Rule' (1782). Typically used above the frieze (signage).*



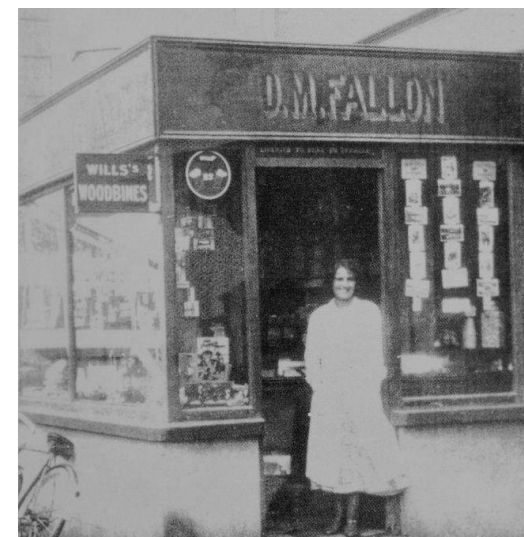
# Streetscape Analysis | Built Heritage

## Community Memory

Traditional shopfronts in towns like Greystones are significant heritage artefacts that embody not only architectural evolution but also collective memory and identity. They mark the shift from a small fishing settlement to a bustling commercial centre following the arrival of the railway in the mid-19th century, when buildings along Church Road adopted purpose-built frontages that expressed both practicality and civic pride. These shopfronts have endured in the memories of local residents through their successive incarnations - from Coates's and O'Brien's to the Little Shop of Mirrors and other long-remembered local businesses - becoming woven into the lived experience of the town and chronicled in local archives and recollections.

Beyond their social memory value, traditional shopfronts speak to a design heritage that stretches back to long-standing principles of proportion, hierarchy and materiality. They create a legible relationship between buildings and the public realm: doors and windows engaging the street, proportional openings that relate to the human scale, and restrained materials that enrich the texture of public space. This architectural language not only reflects international historic influences but also illustrates the process of commercial modernisation in Irish towns, where new economic functions were expressed through coherent, crafted façades. In this way, traditional shopfronts contribute to the unique character of historic streetscapes - anchoring community identity, supporting place-making, and reinforcing the visual order that makes streets both meaningful and memorable.

The following images (right) are of historic shopfront in Greystones throughout history.





# Streetscape Analysis | Built Heritage

## Development of Commercial Architecture

Over time, as consumer needs have evolved and modern developments have emerged, Church Road has experienced a gradual loss of traditional features. Timber sash windows have often been replaced with uPVC, and richly detailed shopfronts and signage have been supplanted by more generic designs.

With the growth of commercial premises, a variety of approaches have appeared along the street, including modern extensions, adaptive reuse of former houses, and purpose-built infill developments. These interventions have not always responded sensitively to the existing character of Church Road, particularly in terms of scale, materials, the relationship between upper and lower floors, and alignment with adjoining buildings.

Any works that materially affect the character of a Protected Structure, or any element of special architectural, historical, or cultural interest, require Planning Permission. In some cases, this may include the repainting of external walls. Similarly, for buildings located within an ACA, permission is required for any works that materially alter the character of the area.

Different conditions along the street require tailored responses. For example, the reinstatement of traditional shopfronts and materials is appropriate for historic and authentic locations, but may not be suitable for modern shopfronts or former residential buildings adapted for commercial use, which require a case-by-case approach.

The following section outlines the main typologies of shopfronts and commercial premises currently present along Church Road:



**1. Traditional Shopfronts (Purpose-Built):** As a former residential street, Church Road contains relatively few historic, purpose-built shopfronts. A notable example is the Victorian red-brick building that formerly housed McFarlands and Murphy's Newsagents, which stands out as a distinctive feature along the street. Such buildings should be prioritised for the reinstatement of traditional shopfronts to reinforce the historic character of Church Road.



**Modern Shopfronts (Purpose-Built):** Purpose-built modern shopfronts along Church Road are generally larger in scale and use contemporary materials, often lacking the traditional proportions and detailing of historic shopfronts. While they contribute to the commercial function of the street, their design frequently contrasts with adjacent heritage buildings, affecting the cohesion and visual rhythm of the streetscape. Careful consideration of scale, materials, and façade articulation could help these buildings better integrate with the historic character of Church Road.



**Former Residential Buildings (Shopfront Extension at Ground Floor):** Many former residential properties along Church Road have been adapted with ground-floor shopfront extensions to accommodate commercial use. These interventions vary in quality and often disrupt the original façade composition, but they retain elements of the building's historic form above the shopfront. Where carefully designed, such extensions can provide active street frontage while maintaining the overall character and rhythm of the streetscape and relationship with upper levels.



**4. Former Residential Buildings (Domestic Form Maintained):** Some former houses along Church Road retain their domestic form, with minimal alteration at ground level and minimal signage. These buildings provide a visual and historic continuity within the street, reinforcing the scale, proportion, and texture of the original streetscape. Their retention and sensitive reuse contribute positively to the townscape and the sense of Church Road as a layered historic environment.



# Streetscape Analysis | Built Heritage



West View House – amendments to facilitate new ground floor commercial units





# Streetscape Analysis | Protection Measures

Church Road is designated as an Architectural Conservation Area (ACA) in recognition of its cohesive historic streetscape, which includes a range of 19th and early 20th-century buildings. Associated works on Protected Structures or buildings within Architectural Conservation Areas (ACAs) are subject to more rigorous assessment than non-designated structures. Within the Study Area, there are two buildings listed on the Record of Protected Structures (RPS) with additional buildings listed on the National Inventory of Architectural Heritage (NIAH). A sample of these buildings is described below:

## Greystones Library (1905-1915) - RPS

Greystones Library is a single-storey, six-bay Edwardian building with Queen Anne-inspired detailing. Its painted roughcast façade, projecting gabled bay, large sash windows, and modest decorative elements make it a distinctive feature of Church Road. Largely intact, the library remains an important and valued part of the town's streetscape.

## Greystones Railway Station (1850-1860) - RPS

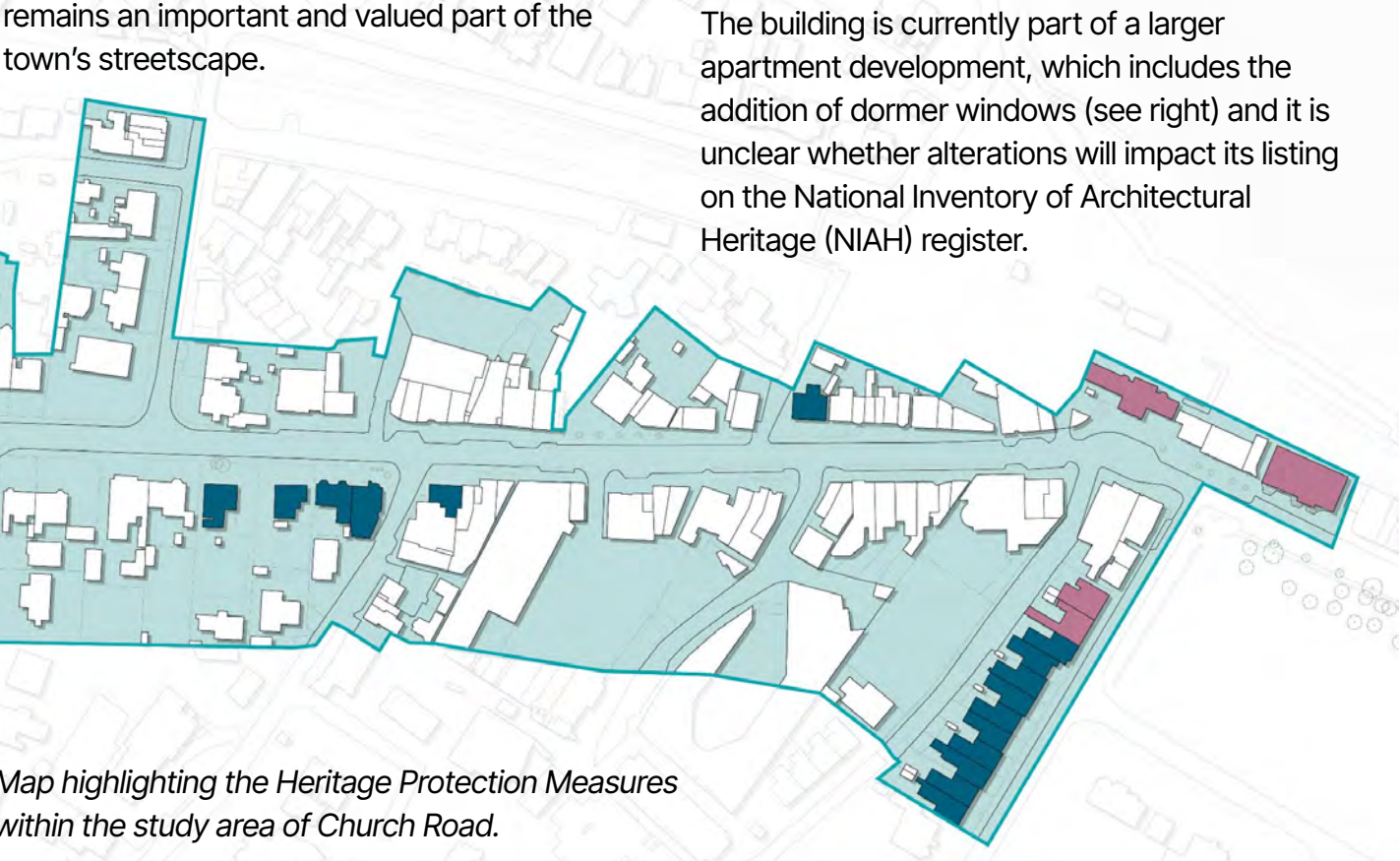
Greystones Railway Station, built c.1855, is a two-storey, multi-bay building in a picturesque Italianate style, with a central projecting wing and distinctive sash windows. It remains a prominent feature of the town.

## 39 Church Road (1860-1880) - NIAH

This semi-detached two-storey house, built c.1875, is modest but well-preserved, with lined render walls, six-over-six sash windows, and a pitched slate roof. Part of a non-matching pair, it retains its original character and makes a positive contribution to the Church Road streetscape.

## Helena Cottage (c.1880) - NIAH

This detached single-storey brick cottage, built c.1880, features a canted timber bay, pitched slate roof, and modest decorative details. Slightly set back from the street, it is a modest yet important example of a late Victorian cottage. The building is currently part of a larger apartment development, which includes the addition of dormer windows (see right) and it is unclear whether alterations will impact its listing on the National Inventory of Architectural Heritage (NIAH) register.



Map highlighting the Heritage Protection Measures within the study area of Church Road.



Greystones Library (1905-1915)



Greystones Railway Station (1850-1860)



39 Church Road (1860-1880)



Helena Cottage (c.1880) - currently under construction



# Streetscape Analysis | Building Uses







Sonny's and The Happy Pear contribute to a vibrant café culture along Church Road.



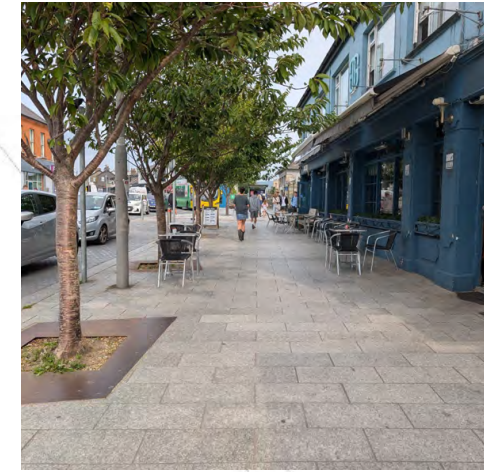
## Streetscape Analysis | Public Realm

The public realm of Church Road is split into two distinct zones (see below) in terms of quality and appearance, with an abrupt interface between.

For the purposes of this study these have been named Zone 01: High Street and Zone 02: Train Station.



Zone 02 | High Street



Zone 01 | Train Station



Interface



# Streetscape Analysis | Public Realm

## Zone 01 | Train Station



## Materiality



**Carriageway**  
Asphalt with aggregate chips



**Primary**  
Granite Pavers



**Secondary**  
Granite Setts



**Detailing**  
Corten Steel

## Street furniture





# Streetscape Analysis | Public Realm

## Zone 02 | High Street



## Materiality



### Carriageway

Asphalt

### Primary (no distinct order)

Concrete block paving (red and charcoal)

*"The pedestrian areas have been paved in a red and charcoal concrete block paving, the general appearance of the paving treatment is of low visual amenity and does not contribute positively to the character of Church Road."*

Church Road ACA, Character Description

## Street furniture





# The Case for Change

Assessing the issues and opportunities of Church Road through collaboration

- 3.1 Site Observations
- 3.2 Existing Street Section
- 3.3 Stakeholder Engagement



# Site Observations | Strengths



Vibrant and lively street created by cafe culture, sense of community ownership and high occupancy levels.



Planters and eclectic mix of features foster a relaxed, social atmosphere- risk of losing this with 'sterile' public realm enhancements.



Pedestrian space has already been claimed, just not taken advantage of yet.



Some examples of high-quality, well maintained shopfronts along Church Road.



High quality finish and public realm to lower Church Road only requires minor upgrades.



High-quality fabric and detailing still exist that links to Victorian Past - however there's limited visibility of heritage for visitors.



## Site Observations | Strengths



Accessibility issues through drop kerbs, poor quality paving and lack of pedestrian priority at junctions.



Disconnect between upper/lower Church Road through stark contrast in quality, appearance and coherence of public realm.



Temporary nature and meanwhile use to public realm enhancements in recent years.



Visual clutter (shopfronts and public realm) results in overstimulation and lack of cohesion.



Station arrival lacks a sense of welcome or orientation - cluttered street furniture and limited wayfinding (throughout Church Road).



Lack of zoning to footways creates physical obstructions that impact pedestrian movement and legibility of spaces.

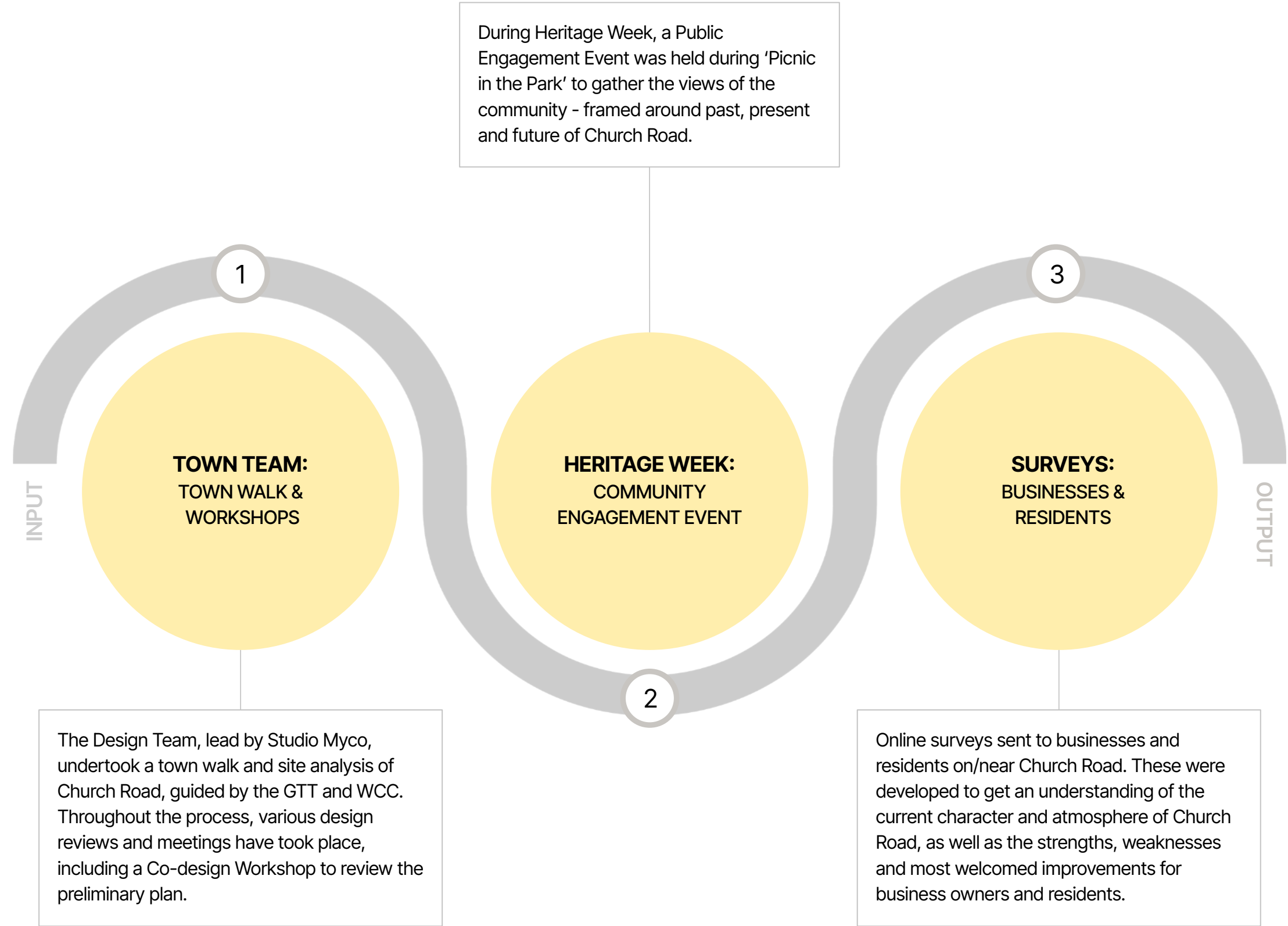


# Stakeholder Engagement

## Overview

To support the development of the Streetscape Enhancement Plan for Church Road, a range of engagement activities was carried out to better understand the needs, aspirations, and how the street functions from the perspectives of local residents, businesses, and the wider community.

The following diagram outlines the three main phases of engagement undertaken throughout the project:





# Stakeholder Engagement

## Heritage Week Event

Studio Myco and members of the GTT hosted a community engagement event at ‘Picnic in the Park’ named Retracing Greystones, with the aim of raising awareness and interest in the vast history and heritage associated with the town.

This included historic maps, photographs and a historic timeline depicting the evolution of the town.

Alongside this, engagement activities focused on Church Road, were themed around the past, present and future, including:

**What Was | The Church Road Story:** We asked members of the community to help us map out the built, natural and cultural heritage associated with Church Road.

**What Is | Church Road Today:** We asked members of the community to share their thoughts on Church Road today. People were asked to map their favourite places on Church Road, as well as heritage assets and general features that could be enhanced or celebrated.

A summary of the findings are provided (right):



Need more traditional shopfronts back - all now modernised and lacking character

Brighten the shady-side of the street through planting and painting

Love the Happy Pear - it's so vibrant and welcoming!

Awareness of car parks (via app or better signage)

Better quality signage (signwriter) on shop fronts (removal of cheap correx signs or bad vinyl graphic

Agreed palette of colours for the shopfronts

Lack of historic character visible within the train station

Quite a bland colour scheme on buildings for a seaside town - particularly above Credit Union

Time for the temporary planting to go, or to be made permanent

Overhead wiring should be put underground

Heritage trail through interpretation boards or QR

Tourist interpretation, either on-street or in focal point to view this

Improved access and awareness of link between town centre and beach (to/from)

Better signage to show where key assets in the town are - possibly Victorian Signposts

Improving wayfinding and identity through colour-coding and brand consistency

Welcome and arrival from the train station isn't great - Malahide is a good example of this (Victorian Red)



# Stakeholder Engagement

## Business Survey

There were 40 responses to the business survey issued to premises located on/around Church Road. The following page provides a summary of the key findings:

### What are the main strengths of Church Road for supporting your business?



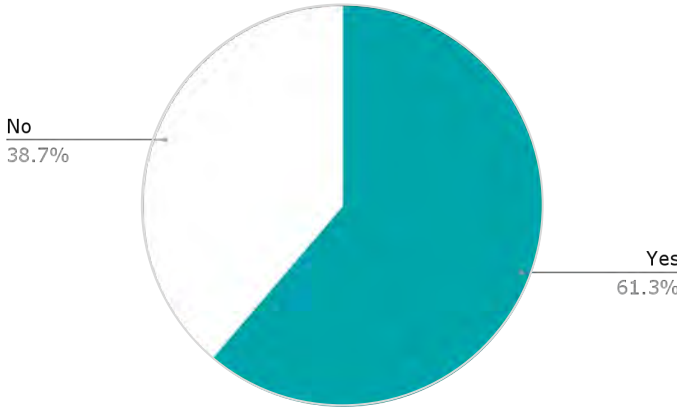
- Community
- Variety (cafés, shops, restaurants)
- Location
- Footfall
- DART access
- Independent businesses
- Walkability
- Parking availability
- Aesthetic (clean, greenery, shopfronts)
- Burnaby Park

### What challenges or issues do you see with the current streetscape?

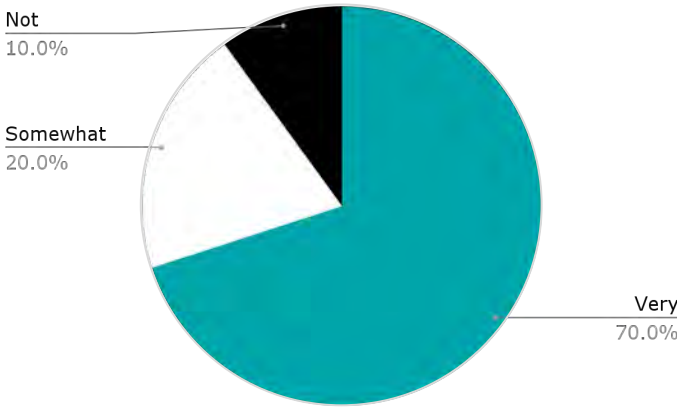


- Traffic congestion
- Poor footpath quality
- Inconsistent shopfronts
- Temporary features (bollards, planters)
- Parking shortage
- Accessibility & safety
- Poor signage
- Lighting maintenance
- Streetscape upkeep
- Lack of seating & shelter

### How important is the street environment in attracting customers to your business?



### Would you be open to your premises being considered as part of a shopfront enhancement scheme?



## Which of the following improvements would most benefit your business?

- 01 Less visual clutter (overhead wires, redundant signage etc)
- 02 Wayfinding and signage
- 03 Shopfront improvements
- 04 Public art, heritage references or distinctive paving
- 05 More greenery/trees
- 06 Wider or better quality footpaths
- 07 Improved seating and resting areas
- 08 More outdoor dining or spill-out space
- 09 Better lighting
- 10 Traffic calming and management



# Stakeholder Engagement

## Residents Survey

There were 20 responses to the business survey issued to premises located on/around Church Road. The following page provides a summary of the key findings:

### What are the main strengths of Church Road for supporting your business?



- Location
- Proximity to amenities
- Sense of community
- Access to sea and nature
- DART and transport links
- Heritage and character
- Tree-lined setting
- Village atmosphere
- Safety and neighbourliness
- Walkability

### What challenges or issues do you see with the current streetscape?



- Traffic volume
- Speeding vehicles
- Unsafe crossings
- Poor kerbs & paving
- Parking shortages
- Unfinished/verge maintenance
- Inconsistent tree care
- Noise & anti-social behaviour
- Unsightly infrastructure (hoardings, wires)
- Limited seating & amenities

### Any suggestions to enhance the heritage character of the Church Road?

Bury overhead ESB and other utility services to improve the streetscape.

Apply consistent shopfront guidelines to preserve building character.

Replace concrete pavements with traditional stone paving.

Introduce traffic calming and narrower carriageways to slow vehicles.

Plant native trees, shrubs, and wildflowers instead of grass verges.

Maintain and replace mature trees, removing dead stumps.

Improve maintenance of paths, verges, and lighting, and support façade and landscaping improvements.

Pedestrianise sections of Church Road to create safer spaces.

Protect historic buildings and ensure new developments fit the Victorian style.

Install heritage plaques on historic houses and sites.

## Which improvements would most benefit you as a resident?

- 01 More greenery/trees
- 02 Less visual clutter (overhead wires, redundant signage etc)
- 03 Traffic calming and management
- 04 More bins and better street maintenance/cleanliness
- 05 Improved pedestrian crossings and safer junctions
- 06 Improved seating and resting areas
- 07 Wider and better quality footpaths
- 08 Better lighting
- 09 Public art, heritage references or distinctive paving
- 10 More cycle facilities



# Church Road Reimagined

## Design Guide and Streetscape Enhancement Plan

- 4.1 Vision and Principles
- 4.2 Design Guide
- 4.3 Landscaping Plan
- 4.4 Proposed Street Sections



Improving....



Without compromising...





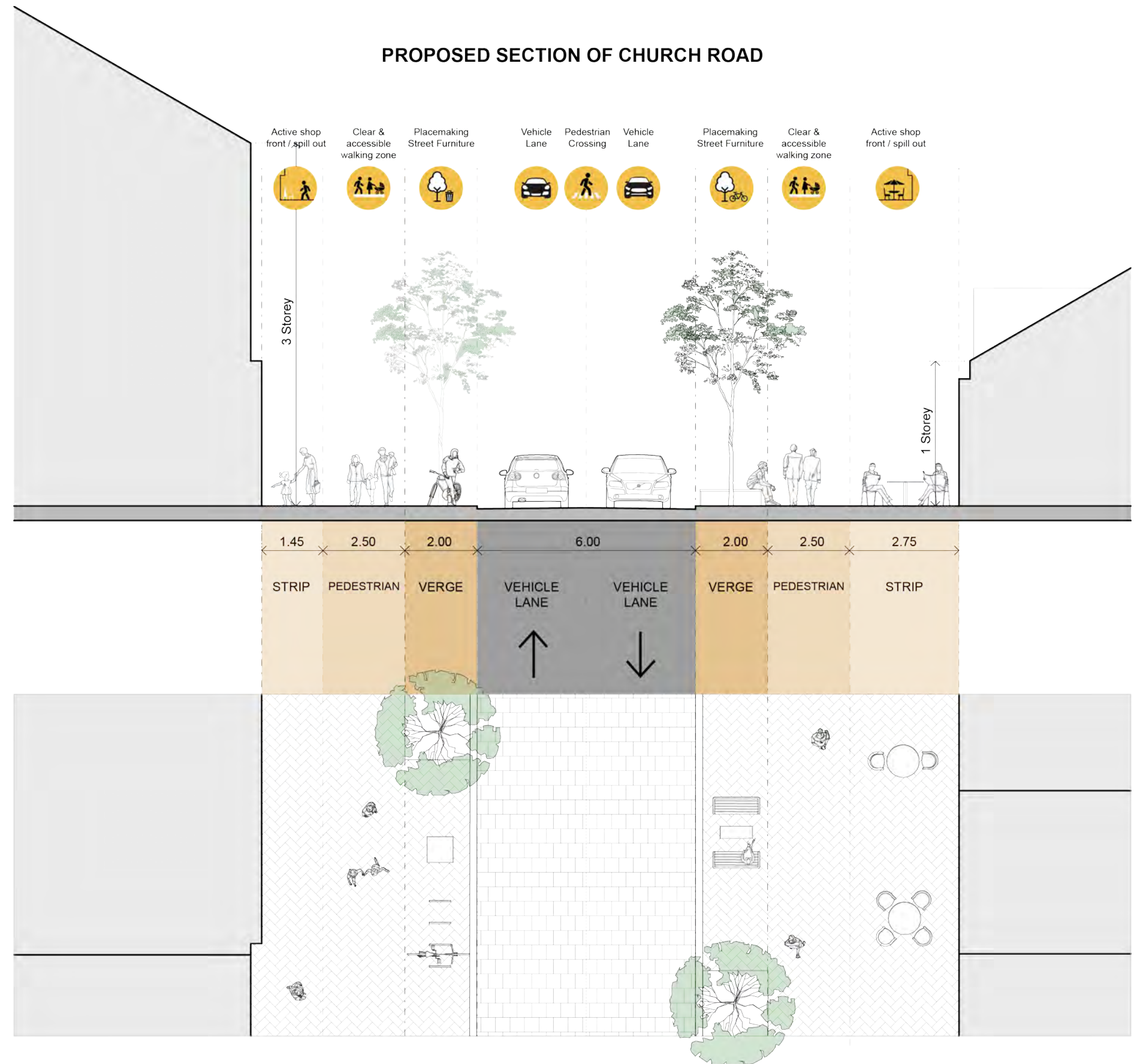
# The Vision | Urban Structure

The following street section illustrates the proposed vision for the urban structure of Church Road. The proposal rebalances the street in favour of pedestrians and public life while maintaining essential vehicle access. The design establishes a coherent structure that enhances accessibility, supports local business activity, and reinforces the character of the town centre.

Key features include:

- **Carriageway (vehicle lanes):** Rationalised to a consistent 6m width to calm traffic and provide efficient two-way movement.
- **Extended Pavements:** Pavement lines are widened and levelled on both sides to create a comfortable and accessible streetscape.
- **Undergrounding of utilities:** Overhead wires and related infrastructure will be relocated underground to improve pedestrian movement and reduce visual clutter.
- **Distinct Zones:** The pavement will be organised into three zones to provide clear separation between:
  - Pedestrian movement (walking zone);
  - Street furniture, lighting etc;
  - Commercial spill-out space.
- **Street Trees:** A continuous line of trees forms the backbone of the street, providing enclosure, shade, and visual rhythm.

Further information and detail is provided on the following pages under Section 4.2 – Design Guide.





# Design Guide

## Introduction

To implement the vision, this design guide provides a coherent framework for the public realm along Church Road, establishing a clear hierarchy from the overall street structure to its detailed components. It sets out the principles that shape the character, functionality, and visual consistency of the street - organised into the following sections:



### 1 | Carriageway and Crossings

Defines the vehicular core and how people cross it.



### 2 | Pavement and Zoning

Sets the pedestrian framework and spatial logic of the street.



### 3 | Street Trees and Greening

Defines the green structure and environmental character.



### 4 | Street Furniture

Introduces the human-scale components that animate and support street life.



### 5 | Wayfinding and Orientation

Improves legibility and navigation through coherent signage, landmarks, and spatial cues.



### 6 | Sense of Place

Strengthens identity and distinctiveness through materials, art and interpretation.



### 7 | Materiality and Finish

Defines the visual cohesion of the scheme through coordinated materials and detailing.



### 8 | Shopfronts and Premises

Supports the visual rhythm, activity, and identity of the street through well-proportioned and contextually appropriate frontages.



# 1 | Carriageway and Crossings

## Overview

To define a safe, legible, and appropriately scaled vehicular zone that supports a pedestrian-priority environment and the mixed-use character of Church Road. The carriageway should enable access and servicing but not dominate the public realm.

DMURS emphasises that streets in urban centres should prioritise place function over movement and use narrower carriageways, reduced speeds, and frequent crossings to improve pedestrian comfort and safety.

## Design Principles

- Define a calm, pedestrian-priority street through a maximum 6 m carriageway width, subtle horizontal deflection, raised tables, and tighter corner radii at junctions.
  - Use paving or higher-quality carriageway finish throughout Church Road, to visually signal pedestrian priority and reduce driver dominance.
  - Consider paved carriageway sections (in granite or textured setts) at key 'hubs', such as the historic commercial core, to reinforce the shared-space character and slow vehicle movement.
  - Minimise kerb heights ( $\approx 60$  mm) along Church Road to enhance accessibility, encourage driver caution, and create a more continuous, inclusive public realm. Integration of SUDS elements to be considered when setting kerb heights.
- Provide pedestrian crossings at regular intervals (typically every 50–80 m) and aligned with natural desire lines and side-street junctions.
  - Adopt continuous footway treatments across minor junctions and side streets to maintain level access and reinforce pedestrian priority.
  - Crossings should be a minimum of 4 m wide, ensuring sufficient capacity in busy commercial sections.
  - Ensure all crossings and footway transitions are well-detailed, visually distinct, and flush, using tonal and textural contrast to indicate pedestrian zones without creating trip hazards.
  - Bollards should be avoided at crossings and raised table areas, with softer elements, such as street trees and seating, used as a natural buffer.



**Image 1.1:** Coloured asphalt defines inner town carriageways with courtesy crossings at regular intervals emphasising pedestrian priority (Clonakilty, Cork).



**Image 1.2:** Carriageway along Regional route has been paved adjacent to a square in a village centre to add value to place and calm traffic in an area of higher significance and pedestrian activity (Chapelizod, Co. Dublin).



**Image 1.2:** Existing condition on lower Church Road near train station, where cream aggregate chips have been mixed with asphalt to signify high pedestrian activity and compliment granite tones.



**Image 1.2:** Existing condition on lower Church Road, where junctions have been paved in granite setts to emphasis pedestrian priority with tactile paving in similar tone.



# 2 | Pavement and Zoning

## Overview

To establish a clear, legible and inclusive pedestrian framework that accommodates safe movement, comfortable waiting, and active street life through distinct yet integrated zones. DMURS stresses a hierarchy of pedestrian zones - clear routes free from obstructions, with additional space for street furniture and activity zones.

For clarity and legibility, surface treatment of zones should be formalised through material, scale and texture. Generally, larger granite paving slabs to define 'movement zone', with smaller, more intimate granite setts used in verge and strip to promote activity and dwelling - see 'Materials and Finish' for further details.

## Design Principles

The public realm along Church Road is structured into three functional zones that collectively support movement, amenity, and activation while maintaining pedestrian comfort and accessibility:

### 1. Footpath (movement zone):

- Continuous, obstruction-free route to ensure safe and convenient pedestrian movement.
- Minimum clear width of 1.8 m, with 2.5 m preferred where possible to allow two people to pass comfortably.
- Level, step-free access throughout, including across minor junctions and desire lines.
- Provides a clear primary route through the street, free from fixed furniture or trees.

### 2. Verge (Buffer Zone):

- Serves as the primary structural zone for fixed elements such as street trees, seating, lighting and bins.
- Maintains clear spacing to allow tree growth and furniture installation without obstructing footpaths.
- Where possible, street furniture to act as intermediate barrier between carriageway (4-5m intervals) and pavement to promote sense of enclosure and discourage illegal parking.
- Houses utilities discreetly to minimise visual clutter and maintain a consistent street rhythm.
- Functions as a buffer between pedestrians and traffic, providing both protection and spatial definition.

### 3. Strip (Spill-out/Frontage Zone):

- Supports moveable, temporary activities, including café seating, small displays, and informal gathering.
- Loose furniture should not encroach on the footpath; typical cafe spill-out width  $\approx$  1.2 m, ensuring circulation is maintained.
- Encourages street animation and social activity while maintaining legibility of the pedestrian movement zone.
- Can include planters or low dividers to subtly separate spill-out from footpath without creating permanent barriers - however the appearance of items should be suitable for the character of Church Road (see Sense of Place).



Image 2.1: Diagram outlining the key zones that organise the pavement and establish a clear and legible pedestrian framework.



Image 2.2: Subtle approach to demarcation between footpath and verge zones through changing the scale of pavers.



Image 2.3: Pavement treatment clearly demarcates extent of café spill-out areas and footpath/cycle zone.



Image 2.4: Warmer tones and fan effect using granite setts creates visual interest and clear demarcation of zones (Altrincham, Greater Manchester),



# 3 | Street Trees and Greening

## Overview

Street trees form the primary greening element along Church Road, reinforcing its historic tree-lined character while providing shade, rhythm, enclosure, and environmental benefits such as cooling, air quality improvement, and biodiversity. Trees define the structure of the public realm, frame views, and enhance pedestrian comfort, while integration with furniture, lighting, and crossings ensures legibility and safety.

Between street trees, low-level planting/rain gardens with integrated benches are incorporated to provide both a buffer zone between the carriageway and the pavement, as well as Sustainable Urban Drainage Systems (SuDS) treatment. Fixed planters are used selectively to address level changes between buildings and footpaths, while flexible planting such as hanging baskets and seasonal planters adds seasonal interest and opportunities for community engagement without creating visual or physical barriers.

In line with DMURC guidance (Section 4.2.2), trees should be of appropriate size and scale relative to the street's enclosure ratio; Church Road is categorised as a moderate street reserve where smaller tree species are preferred to suit the confined width and maintain long-term growth balance.

## Design Principles

- To emphasise sense of enclosure, street trees should be planted at regular intervals where possible, between 14-20m.
- Density of street trees increased on lower Church Road to create a gateway to the high street
- Proposed trees to be located along the verge to reinforce enclosure, frame views, and define the street's character.
- Low-level planting between trees, with integrated benches, preferred to raised planters, due to SuDS benefits.
- Coordinate trees with street furniture, lighting, bins, and bollards to minimise visual clutter and maintain pedestrian clear zones.
- Use fixed planters selectively to manage level changes where required, ensuring continuity along the street.
- Introduce flexible, softer planting in the spill-out and frontage zones for seasonal variation, community engagement, and visual interest.
- Ensure trees and planting do not obstruct crossings, junctions, or desire lines, maintaining clear sightlines and pedestrian safety.
- Prioritise street trees as the main greening element, maintaining historic rhythm and strong spatial structure.
- A variety of street trees and planting is recommended to prevent monoculture and enhance biodiversity and resilience.
- Leverage trees and structured greening to buffer pedestrians from traffic, calm vehicle movement, and enhance microclimate.
- Integrate trees/planting with Sustainable Urban Drainage Systems (SuDS) features and biodiversity planting.



**Image 3.1:** Street trees as the primary greening element in an urban environment to promote sense of enclosure and structure in wide streets, with smaller, moveable planter boxes/pots used to animate streetscape and spill out areas.



**Image 3.2:** Low level planting with integrated bench seating provides a buffer zone to the carriageway, whilst also introducing further biodiversity, greening in urban environment and benefits of SuDS.



**Image 3.3:** Robust planters with integrated bench, steps and gradient to navigate level changes between footpath and buildings (Bund Street, Shanghai).



**Image 3.4:** Colour and interest introduced to shopfront through seasonal planting in planter boxes (Brooke & Shoals, Church Road).



# 3 | Street Trees and Greening

## Soft Landscaping Palette

The following outlines the existing street trees along Church Road - including both the established residential section of Upper Church Road and the more recently planted trees introduced through public realm improvements in Lower Church Road.

A selection of suitable tree and planting species is also recommended to align with the Design Principles.

## Existing Street Trees

### Upper Church Road (historic)

- Acer pseudoplanatus (Sycamore)
- Aesculus hippocastanum (Horse Chestnut)
- Prunus avium (Wild Cherry)
- Sorbus aucuparia (Rowan)

### Lower Church Road (modern)

- Sorbus aucuparia (Rowan)
- Prunus avium (cultivars of)

## Proposed Street Trees

### Native Species

Small, compact and light canopy trees for planting in the ground:

- Acer campestre 'Elsrijk', 'Red Shine' or 'Lienco' - smaller cultivars of field maple
- Alnus incana alternatively A.i. 'Laciniata' - light canopy

- Crataegus monogyna 'Stricta' - compact, columnar cultivar
- Tilia cordata 'Roelvo' or another smaller cultivar T.c. 'Winter Orange'
- Betula pendula 'Laciniata' - light canopy, interesting cut leaves
- Prunus x yedoensis

### Exotic Species

- Ginkgo biloba 'Tremontia' - smaller cultivar, living fossil
- Koelreuteria paniculata - nice seed pods, lantern-like
- Acer tataricum subsp, ginnala - red leaves when emerging

## Proposed Planting

### Fixed Planters/Pots

- Amelanchier x arborea 'Robin Hill'
- Amelanchier 'Ballerina'
- Euonymus europaeus sp. or cultivar called 'Red Cascade'
- Arbutus unedo
- Sorbus aucuparia (preferably multistem)
- Malus sylvestris cltvs (preferably multistem)
- Cercis siliquastrum

## Proposed Street Trees



Image 3.4: Acer campestre 'Elsrijk' red shine.



Image 3.5: Crataegus monogyna 'Stricta'

## Proposed Planting (Fixed Planters/Beds/Pots)



Image 3.6: Arbutus unedo



Image 3.7: Cercis siliquastrum



Image 3.8: Red Cascade



# 4 | Street Furniture

## Overview

Street furniture along Church Road should form a coherent, integrated family of elements that supports pedestrian comfort, safety, and usability, while contributing to the overall character of the street and reducing visual clutter. Furniture placement, materials, and scale should respond to the scale of the streetscape, maintain clear pedestrian movement zones, and act as a soft barrier at regular intervals between the carriageway and pavement. In line with DMURC guidance, furniture should be rationalised and coordinated, avoiding unnecessary duplication or visual noise, and designed for durability, accessibility, and long-term maintenance. Multi-functionality is encouraged to maximise space efficiency and integration with other street elements.

## Design Principles

### General

- Furniture should be inclusive and age friendly.
- Adopt a coordinated furniture palette, with consistent materials, colour, tone, and detailing across all elements.
- Position fixed furniture in the verge or buffer zone to maintain obstruction-free footpaths, supporting continuous pedestrian movement.
- Design furniture to be durable and easy to maintain, using materials suitable for coastal exposure such as stainless steel, durable hardwood, or coated metals.
- Ensure all elements are legible, appropriately scaled, and accessible, avoiding visual or physical obstructions along primary pedestrian routes.

## Seating

Seating along Church Road should provide rest opportunities, encourage social interaction, and support the vibrancy of the street, while being carefully integrated to maintain clear pedestrian movement and visual coherence. Seating should be inclusive, durable, and visually compatible with other street furniture, offering comfort through armrests or subtle divisions, and contributing to the overall rhythm and character of the street.

- Seating should be placed within a designated zone at regular intervals (at a maximum of 30m) - fixed furniture in verge; loose furniture in commercial spill-out areas.
- Ensure spacing allows circulation and interaction with trees and spill-out zones.
- Provide a variety of seating types at regular intervals for different scenarios - rest, reading, socialising - including age/autism friendly seating to ensure inclusivity and comfort.
- ‘Parklets’ should be introduced in locations (2no minimum) to provide a safe, semi-enclosed space aligning with Autism friendly requirements and act as a sensory buffer from traffic.
- Fixed seating to be provided at bus stops.
- Ensure a balance between public seating and commercial café spill-out, with inclusive provision across Church Road.

## Utilities

- Underground services and wiring to reduce visual clutter and physical barriers, and improve streetscape quality.
- Consider public art and community-led initiatives to make physical infrastructure more attractive, such as ESB boxes.



**Image 4.1:** Fixed seating located within the verge alongside street trees, improves legibility and encourages dwell time, whilst maintaining clear circulation space.



**Image 4.2:** Robust fixed seating in warm timbers and black galvanised steel, suitable for marine environment, alongside smaller granite setts.



**Image 4.3:** Low-level planting, trees and integrated seating can provide parklets within town centres, and create a safe, semi-enclosed and autism-friendly space.



**Image 4.4:** Age-friendly seating should be provided at minimum intervals of 30m and at bus stops.



**Image 4.5:** Loose furniture for commercial seating within spill-out areas can inject colour and individuality.



## 6 | Street Furniture

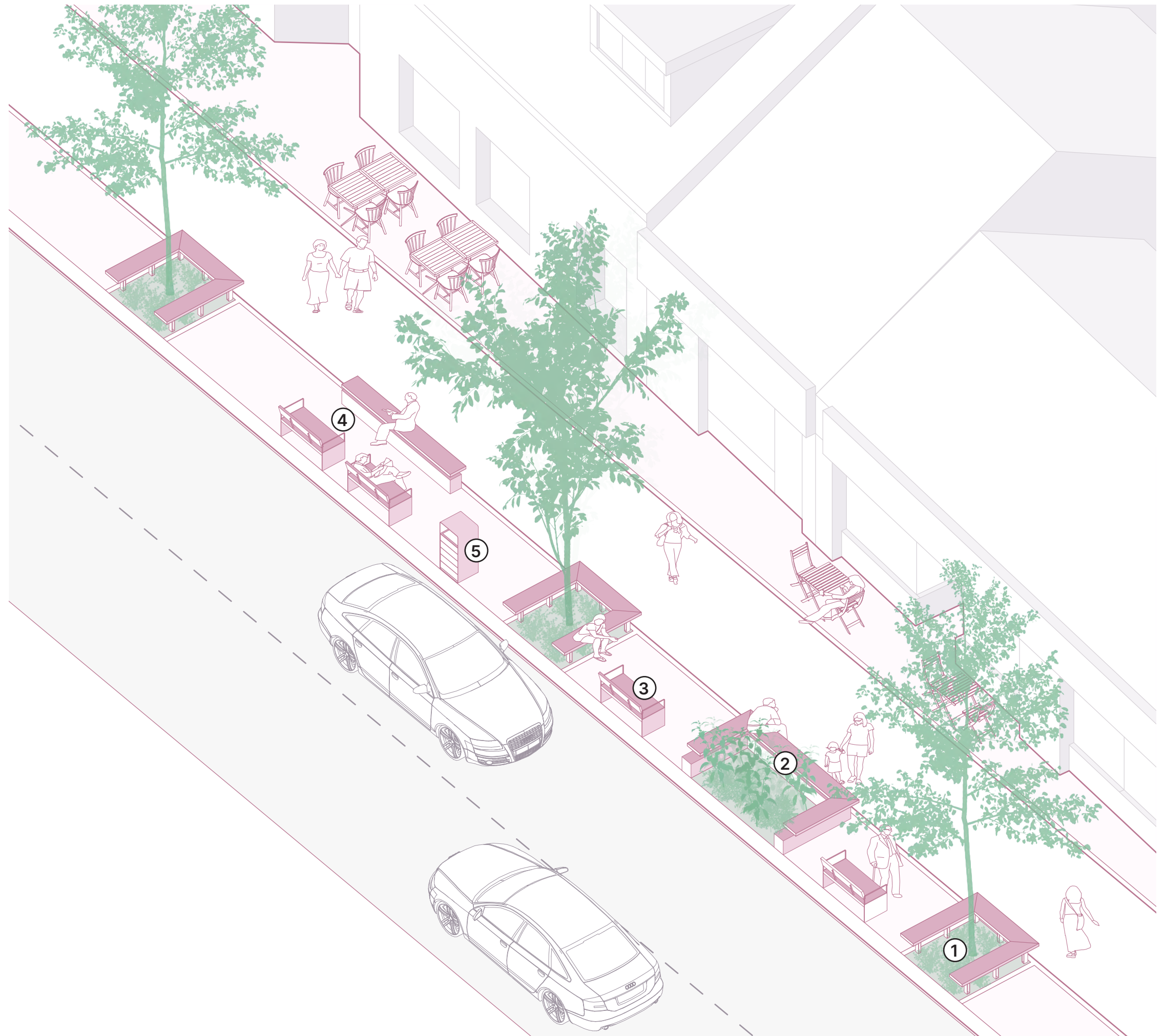
### Typical Pavement Layout

The proposed pavement along Church Road is designed as a series of repeating modular types, creating a consistent rhythm along the street. Street trees act as key markers within this sequence, with a variety of seating and planting configurations in between. Together, these elements form a regular buffer zone between the carriageway and the pedestrian footpath, enhancing comfort, safety and dwell time, including Autism and Age-Friendly spaces, while also increasing biodiversity and surface water management through integrated SuDS features.

Typically, a 1.5m verge forms the buffer between the carriageway and a 2.5m clear pedestrian footpath. This verge accommodates trees, seating, planting and street furniture, providing both functional separation and

### Key

1. U-shaped bench seating around street trees, incorporating low-level planting and below-ground SuDS.
2. U-shaped bench seating with a solid base (to match fixed planters) enclosing rain gardens with integrated SuDS.
3. Age-friendly seating located within the verge and set back from the main pedestrian route.
4. Social seating arrangements combining bench seating (to match rain garden elements) with age-friendly seating.
5. Street furniture, including bins, wayfinding and lighting, located consistently within the verge.







### Case Study: Constitution Avenue Canberra

Constitution Avenue, Canberra demonstrates how a busy arterial road can be reimagined as a civic boulevard through a consistent, modular public realm strategy. A clear street structure combines generous footpaths with tree-lined verges, integrated seating, and high-quality planting to create rhythm, comfort and identity along the corridor. Seating and landscape elements are carefully positioned to buffer pedestrians from traffic, support dwell time and enhance biodiversity, while still accommodating movement and servicing.



# 4 | Street Furniture

## Lighting

Lighting along Church Road should enhance pedestrian and cyclist safety, highlight crossings, support wayfinding, and reinforce the street’s historic character, while minimising clutter and avoiding obtrusive light spill into properties.

- Use white, warm-light sources (LED or equivalent,  $\leq 3000\text{K}$ ) to ensure clear visibility and pedestrian/cyclist safety while minimising disturbance to bats and other wildlife.
- Lower intensity pedestrian lighting lanterns mounted at a lower height on the same columns, or mood lighting (low-level bollards /uplights of trees) in addition to lighting of carriageway.
- Locate lighting in the verge where possible, clear of pedestrian routes and tree canopies, or consider wall-mounted lanterns on narrow sections.
- Keep column heights  $\leq 6\text{ m}$ , appropriate to Church Road’s narrow streets and heritage character; consider lower pedestrian lanterns in high-activity areas;
- Minimise clutter by integrating lighting with signage, bus stops, flags or other street infrastructure where possible.
- Position lights clear of tree canopies to avoid shadowing or obstruction as trees mature.
- Selection of lighting should be appropriate for Church Road as a heritage town and avoid pastiche.
- Lighting to be designed in accordance with Wicklow County Council Public Lighting Guidelines 2022.

## Guardrails/Bollards

Physical barriers such as guardrails should be minimised on Church Road, with pedestrian movement guided by street design, alignment of crossings, and well-placed street furniture.

- Avoid guardrails unless there is a demonstrable safety need (e.g., high-risk carriageway edges).
- Prioritise surface cues or material changes instead of bollards.
- Remove unnecessary bollards where possible (such as at train station), monitoring changes to ensure pedestrian and cyclist safety is maintained.
- Where bollards are unavoidable, ensure they are low-visual impact, robust, and integrated with other furniture and greening.

## Ancillary Items (Bins/Cycle Racks etc)

These elements should be integrated with other street furniture, greening, and verge zones to maintain clear pedestrian routes and reinforce the coherence of the streetscape.

- Group bins, cycle racks, and signage with street furniture, trees or lighting columns where possible to reduce clutter and avoid random placement on footpaths.
- Locate items to support user convenience without obstructing movement or sightlines.
- Commercial signage should be contained within spill-out zone to avoid obstructions and carefully considered to reduce visual clutter.



**Image 4.6:** Historic photo of Church Road that indicates decorative Victorian lanterns on telephone poles.



**Image 4.7-4.8:** Existing street lighting on Church Road. Lower Church Road (right) upper Church Road (left).



**Image 4.8:** Holburne heritage lanterns provide a modern LED solution to lighting whilst being sympathetic to the character and Victorian past (London Road, Bath.)



**Image 4.9:** Areas of high pedestrian activity in town centre include lower level lighting columns (Altrincham, Manchester).



**Image 4.10:** Uplighters under trees create mood lighting and low-level wayfinding (Mössingen, Germany).



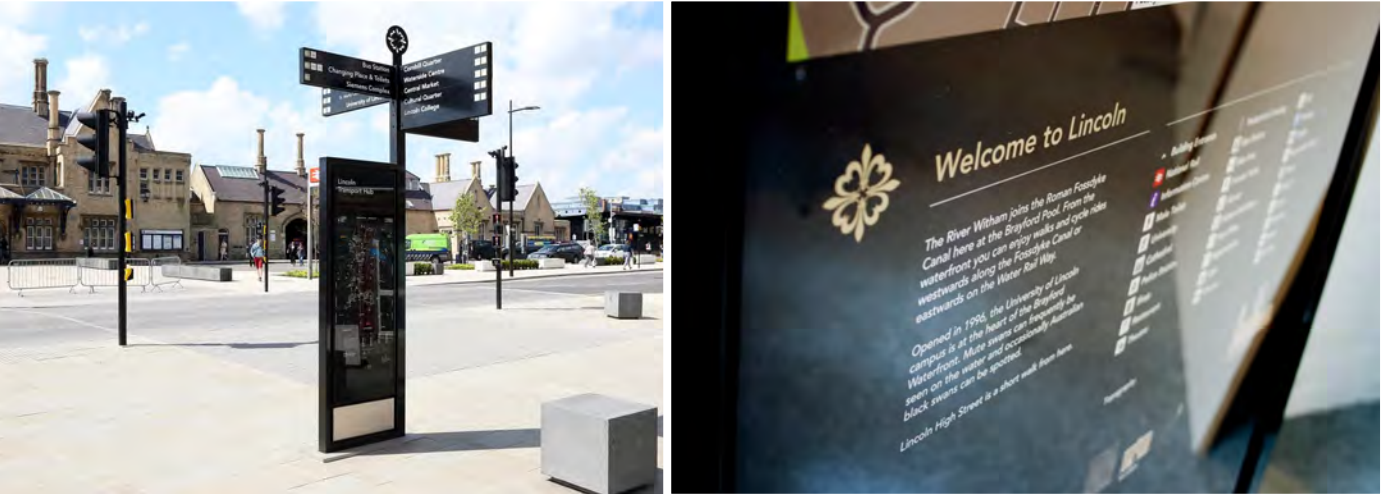
# 5 | Wayfinding and Orientation

## Overview

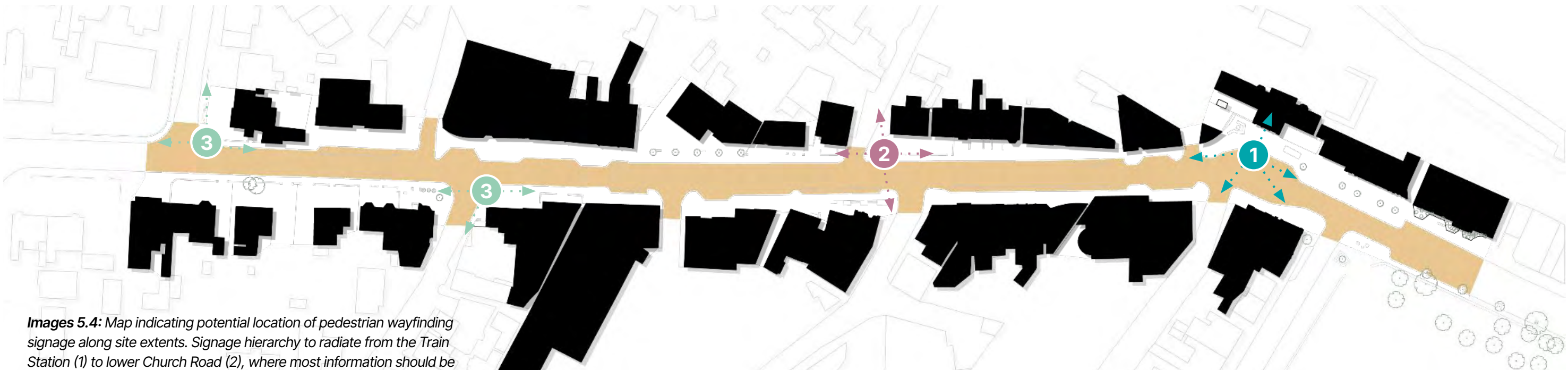
To create a legible and intuitive environment where pedestrians and visitors can easily navigate, recognise destinations, and orient themselves using a combination of visual cues, landmarks, and a consistent design language. Church Road should support wayfinding while reflecting its historic character and differentiating between the high street and key civic or transport nodes.

## Design Principles

- Reinroduce street name signage to reinforce orientation.
- Maintain a consistent signage hierarchy: pedestrian-level, vehicular, and interpretive information.
- Reduce visual clutter and expand the train station plaza to improve arrival experience, pedestrian flow, and orientation.
- Emphasise key nodes and gateways through material, planting, or public art rather than relying solely on signage.
- Differentiate character zones: the high street should retain its historic, active character, while civic and transport nodes are emphasised as arrival and orientation points.
- The street trees of Church Road to serve as an orientation point and gateway from the train station into the high street.
- Introduce wayfinding signage within the verge at key intersections to highlight destinations such as the beach, marina, train station, and tourist information.
- Integrate signage with heritage interpretation or interactive town maps where possible, ensuring high contrast and legible fonts for accessibility.



**Images 5.1 - 5.3:** A distinctive pedestrian wayfinding and digital information system features bespoke maps that express Lincoln's unique identity. A consistent brand and signage hierarchy extends from the Lincoln Transport Hub, guiding users from the central High Street outwards to the city's edges, while integrated digital screens promote city life and current events.



**Images 5.4:** Map indicating potential location of pedestrian wayfinding signage along site extents. Signage hierarchy to radiate from the Train Station (1) to lower Church Road (2), where most information should be provided, to directional sign posting at key intersections (3).



# 6 | Sense of Place

## Overview

To express Greystones' coastal identity, local heritage, and community life through design details, materials, and public art that reflect context and foster belonging.

DMURS advocates that urban streets should reflect local distinctiveness, supporting social interaction and placemaking.

## Design Principles

- Root the design in local identity – use locally distinct materials, textures and craftsmanship that reference the coast, cliffs, and Victorian character.
- Establish a locally distinct colour palette – bright, pastel tones that reflect the seaside identity. Avoid generic 'heritage colours' or bland schemes, but allow flexibility for contemporary interpretation.
- Incorporate public art, murals, and creative elements on blank gable walls, boundary walls, and utility structures (e.g., ESBs) to reinforce local identity and distinctiveness.
- Incorporate heritage interpretation with wayfinding signage to maximise visibility and engagement, and avoid visual clutter.
- Use vast archive to showcase the evolution of Greystones Church Road through history - explore 'window to the past' series.
- Encourage community participation – involve local people in defining themes, artworks, and placemaking elements to strengthen ownership and identity.

## Use of colour and public art



**Image 6.1:** Dingle's distinct vibrant, bright facades are inspired by the local landscape and the lively atmosphere of the town, without being a formal and overlay prescriptive colour scheme.



**Image 6.2:** The Fat Fox and Mooney & Sons along La Touche Place are harmonised by the bright, pastel colours that subtly reference a seaside town.



**Image 6.3:** A team of artists transformed the historic cut and cover railway tunnel by painting a series of images reflecting Monkstown's rail, industrial and maritime heritage (Monkstown, Cork).

## Use of heritage interpretation



**Image 6.4:** Heritage interpretation could be strategically placed to provide a 'window to the past', utilising extensive archives of Greystones.



**Images 6.5-6.6:** Incorporating interpretation into paving to mark boundary line of La Touche properties and Whitshed Hawkins, or famous people associated with Greystones



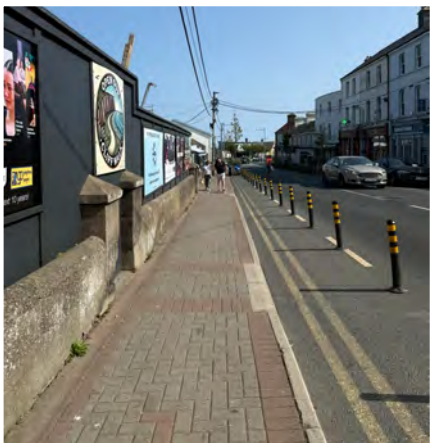
**Image 6.7-6.8:** Belfast City Council's wayfinding signage doubles up as heritage interpretation at key sites and streets.



## Use of materials



**Images 6.9-6.10:** Incorporating patterns into laying of granite setts in verge and spill-out areas, such as fan effect, can provide a subtle reference to the coastal location and act as a directional tool.



**Images 6.11-6.12:** Mass concrete mixed with local aggregates were a defining feature of Church Road to define boundary walls. Raised planters could be designed to provide a modern interpretation of this historic feature.





# 6 | Sense of Place

## Public Art

Introducing murals along Church Road represents a relatively low-cost ‘quick win’ that could be delivered in advance of any larger-scale regeneration works. The fragmented streetscape and urban block pattern has resulted in a number of gable walls, offering opportunities for heritage-themed murals that reflect the identity of Greystones for both residents and visitors.

A number of potential locations are identified below, focused on key gateways, views and intersections along Church Road.

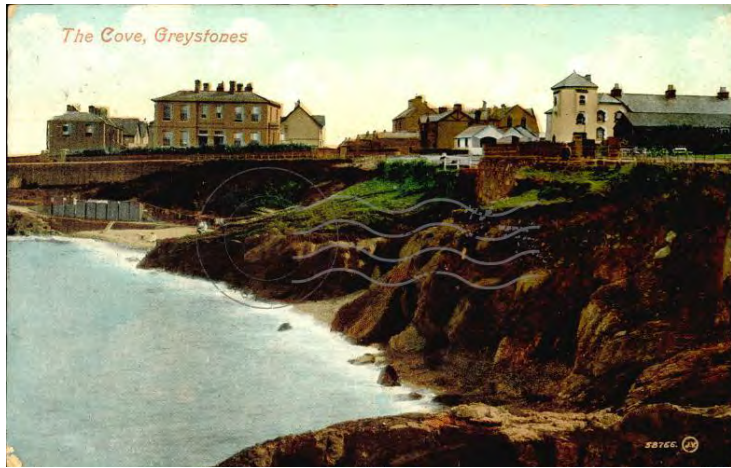
### Possible mural artwork



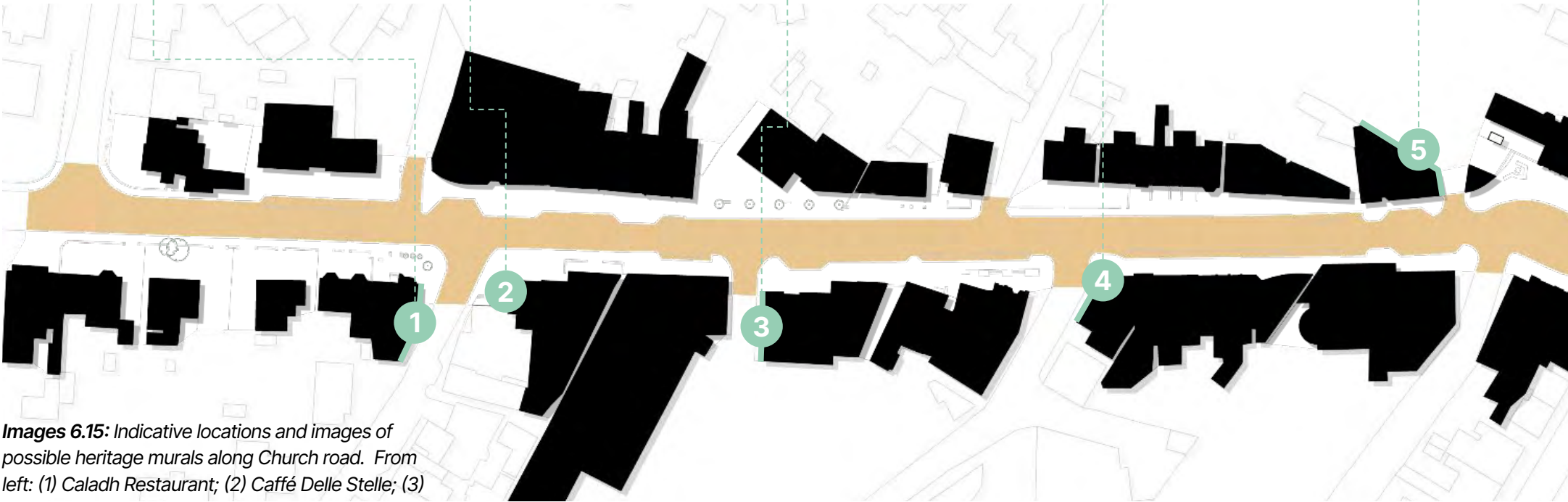
Images 6.13: Swimming Gala Day (1920s).



Images 6.14: Greystones Railway Heritage.



Images 6.14: Historic Tourism Postcards from the Greystones Book.



Images 6.15: Indicative locations and images of possible heritage murals along Church road. From left: (1) Caladh Restaurant; (2) Caff  Delle Stelle; (3) McCauley’s; (4) DNG; (5) Permanent TSB.



# 7 | Materiality and Finish

## Overview

To provide a unified and enduring material palette that supports legibility, durability, and sense of quality, while complementing Greystones’ existing built fabric.

DMURS calls for simplicity, durability, and consistency in materials to ensure long-term performance and maintainability, discouraging unnecessary variation or decorative excess.

## Design Principles

- Use a limited, coordinated palette of materials across carriageway, footpaths, and furniture.
- Ensure robust detailing at joints, edges, and transitions - particularly at tree pits, crossings, and thresholds.
- Differentiate functions through tone and texture, not colour contrast alone.
- Select durable materials suitable for marine exposure (granite, stainless steel, dense concrete).
- Incorporate tactile and visual contrast for accessibility.
- Plan for maintenance - modular paving systems, replaceable units, accessible service covers.
- Materials should meet requirements set out in ‘Advice Note 2: Materials and Specifications - DMURS’

## Hard Landscaping Palette

### Surface Materials

- **Carriageway**  
Asphalt with aggregate chips (match existing).
- **Footpath**  
Granite Paving Slabs: 600×300mm; Silver Grey (match existing).
- **Verges and Strips**  
Granite Setts: 100×100mm; Mix colours (Silver Grey, Charcoal, Buff); Fan effect (TBD)
- **Parking Bays, Lay-bys and Crossings**  
Granite Setts: 100×100mm; Charcoal (match existing);
- **Kerb**  
Granite: 300×150mm (length varies); Silver Grey (match existing)

### Street Furniture

- **Seating**  
Hardwood timber slats
- **Metalwork:**  
Galvanised mild steel  
Powder coated, black
- **Lighting:**  
Holburne pendant lighting (or equivalent); LED
- **Raised Planters/Fixed benches (low-level planting)**  
In-situ reinforced concrete: 150mm min; Bush-hammered/sandblasted or granitic plaster render with aggregate (warm tone - colour TBD)

## Surface Materials



Carriageway



Footpath



Verges and Strips



Parking Bays, Lay-bys, Crossings and Kerbs

## Street Furniture



Bench seating (integrated with trees)



Bench Seating (integrated with planting)



Bench Seating (Age-friendly)



Picnic Tables (Alternative)



Bike Racks



Lighting



Signage & interpretation



Fixed planters and low-level planting (with bench seating on top)



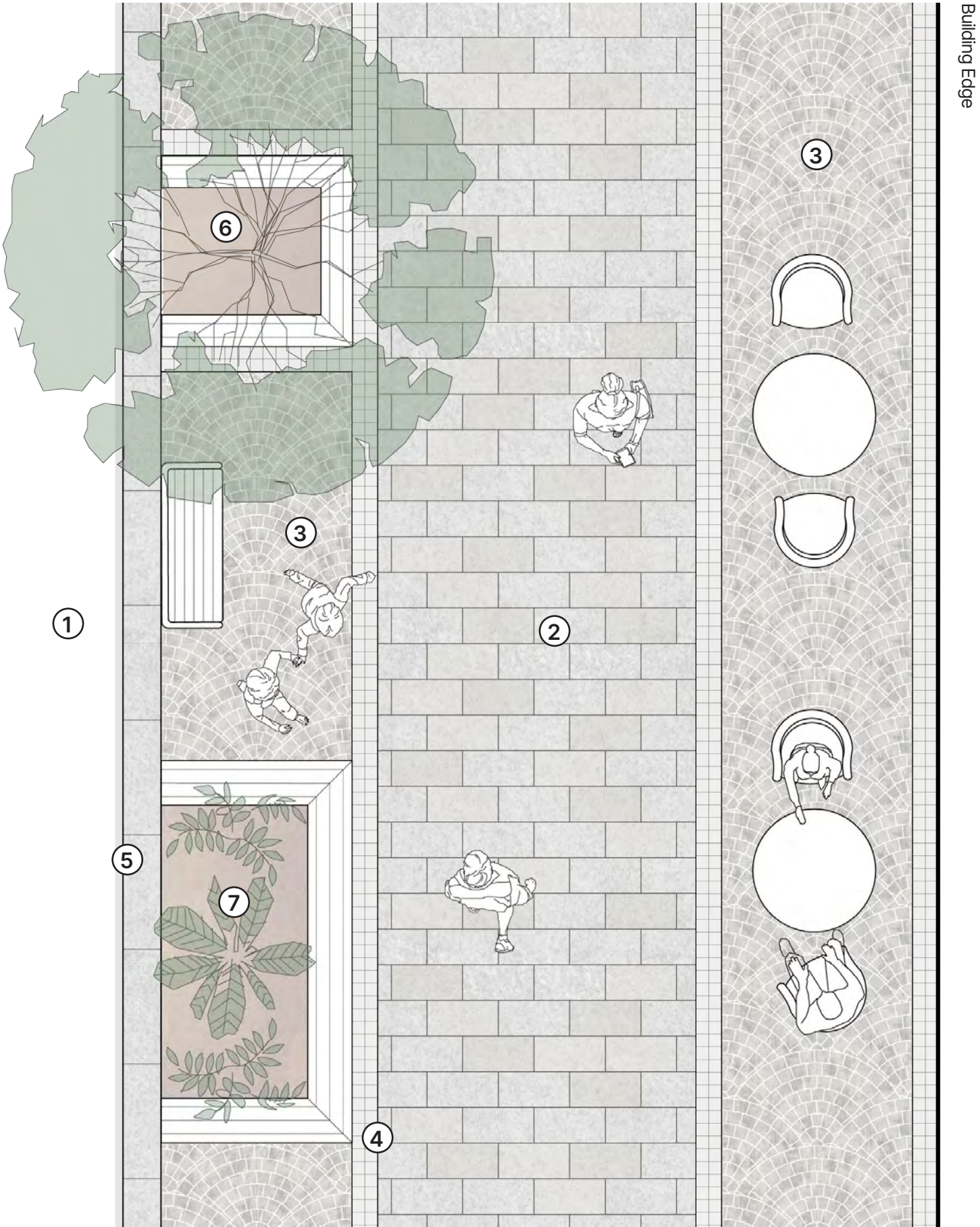
# 7 | Materiality and Finish

## Typical Paving Detail

The drawing (right) illustrates the design intent for the proposed pavement along Church Road, assuming the materials and finishes described on the previous page are applied.

### Key

- 1. Carriageway: Asphalt with aggregate chips (match existing).
- 2. Footpath: Granite Paving Slabs: 600×300mm; Silver Grey (match existing).
- 3. Verges and Strips: Granite Setts: 100×100mm; Mix colours (Silver Grey, Charcoal, Buff) laid in fan effect.
- 4. 2x rows of 100×100mm granite setts to demarcate pavement zones, tree pits and building thresholds.
- 5. Raised Granite Kerb (match existing).
- 6. Street tree with low level planting and integrated bench seating and SuDS below.
- 7. Low level planting/rain garden with integrated bench seating and SuDS below.





# 8 | Shopfronts and Premises

## Overview

Shopfronts and their adjoining spaces play a key role in defining the character and vibrancy of the town centre. They should reflect the quality of the building and streetscape while supporting the functional needs of retail and hospitality premises. The guidance also covers signage, canopies, lighting, and associated furniture that contribute to the overall appearance of premises.

**Note:** This guidance should be read in conjunction with the Wicklow County Development Plan 2022-2028, Appendix 1 – Design Standards, Section 6.4 Shopfront Design Standards and the Greystones Shopfront Guidelines document.

## Design Principles

- Shopfronts should form an integral part of the building façade, relating in scale, proportion, and detail to the architecture above and adjoining properties.
- New designs should respect the historic character of the street - particularly within an Architectural Conservation Area - while allowing for high-quality contemporary interpretation.
- Existing traditional shopfronts should be repaired and retained wherever possible; replacement should only occur where beyond reasonable repair.
- Key components such as fascia, pilasters, cornice, and stall riser should form a clear visual frame, reinforcing the vertical rhythm of the street.

- Materials and finishes should be durable, well-detailed, and context-appropriate. Painted timber is generally most suitable; reflective or synthetic finishes should be avoided.
- Colour should complement the streetscape and contribute to local identity - see Section 6: Sense of Place.
- Signage should be simple, well-integrated, and limited to the fascia. Box or internally illuminated signs are discouraged; subtle external or rear lighting may be acceptable.
- Corporate branding should be adapted to suit local character.
- Security measures should be discreet and preferably internal. Solid external shutters and visible housings should be avoided.
- Canopies and blinds should be retractable, well-detailed, and integrated with the fascia. Fixed or plastic designs are inappropriate.
- Loose furniture, planters and umbrellas should be coordinated in style and positioned to maintain clear pedestrian routes. Barriers should be avoided where possible; if required, they should be low, lightweight, and visually consistent.
- Entrances should be clearly defined, accessible to all, and access to upper floors retained to encourage active, mixed-use buildings.
- External services, fixtures, and cabling should be concealed or neatly integrated to minimise visual impact.

## Sample of Church Road Examples:



**Image 8.1:** Shopfront on Church Road showing a lack of cohesion between the shopfront, signage (upper and lower floors), outdoor seating, umbrellas, and barriers.



**Image 8.2:** Large-scale umbrella on Church Road obscuring the shopfront; a retractable canopy or lower-level umbrellas would be more appropriate.



**Image 8.3:** Modern shopfront inserted into a historic building on Church Road, lacking coordination with the context and inappropriate within the historic setting.

## Sample of Best Practice Examples:



**Image 8.4:** Successful shopfront demonstrating cohesion between the shopfront, signage, outdoor seating, and canopy.



**Image 8.5:** Effective use of colour between shopfront lettering, features, and the overall building, complementing the architectural composition (Gort, Co. Galway).



**Image 8.6:** Contemporary shopfront with hand-painted minimal sans-serif lettering and a straight retractable fabric awning, creating a clean, modern look.



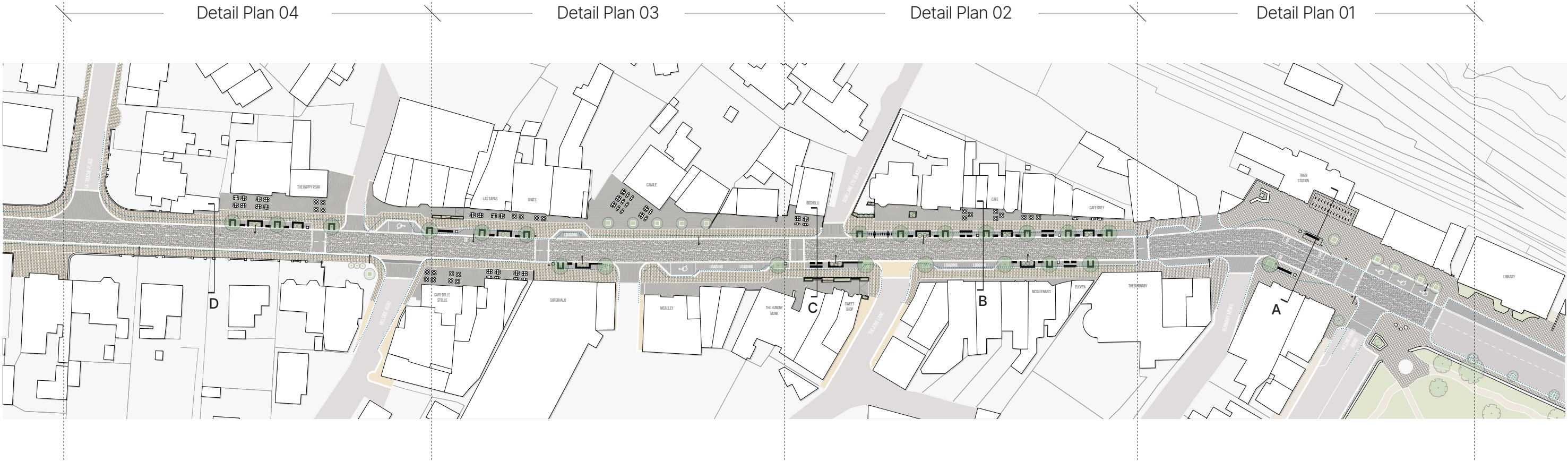
## 8 | Shopfronts and Premises



*Image 8.7: Possible shopfront enhancement to AIB building. See Appendix A for further details and options.*



# Landscaping Plan | Masterplan



## Key

### Proposed Surface Materials

- Asphalt with aggregate chips
- Granite paving slabs, silver grey
- Granite setts, mix colours - silver, grey, charcoal, buff
- Granite setts, charcoal

### Existing Surface Materials

- Asphalt with aggregate chips
- Granite paving slabs, silver grey
- Granite setts, charcoal
- Existing kerbline

### Landscaping

- Proposed Planters
- Proposed Rain garden with integrated SuDS
- Proposed trees with integrated SuDS
- Existing trees to be retained

### Street Furniture

- Loose Furniture
- Fixed Furniture (Mix of benches, table and chairs)
- Litter Bin
- Street Lamp

- Sheffield Bike Stand

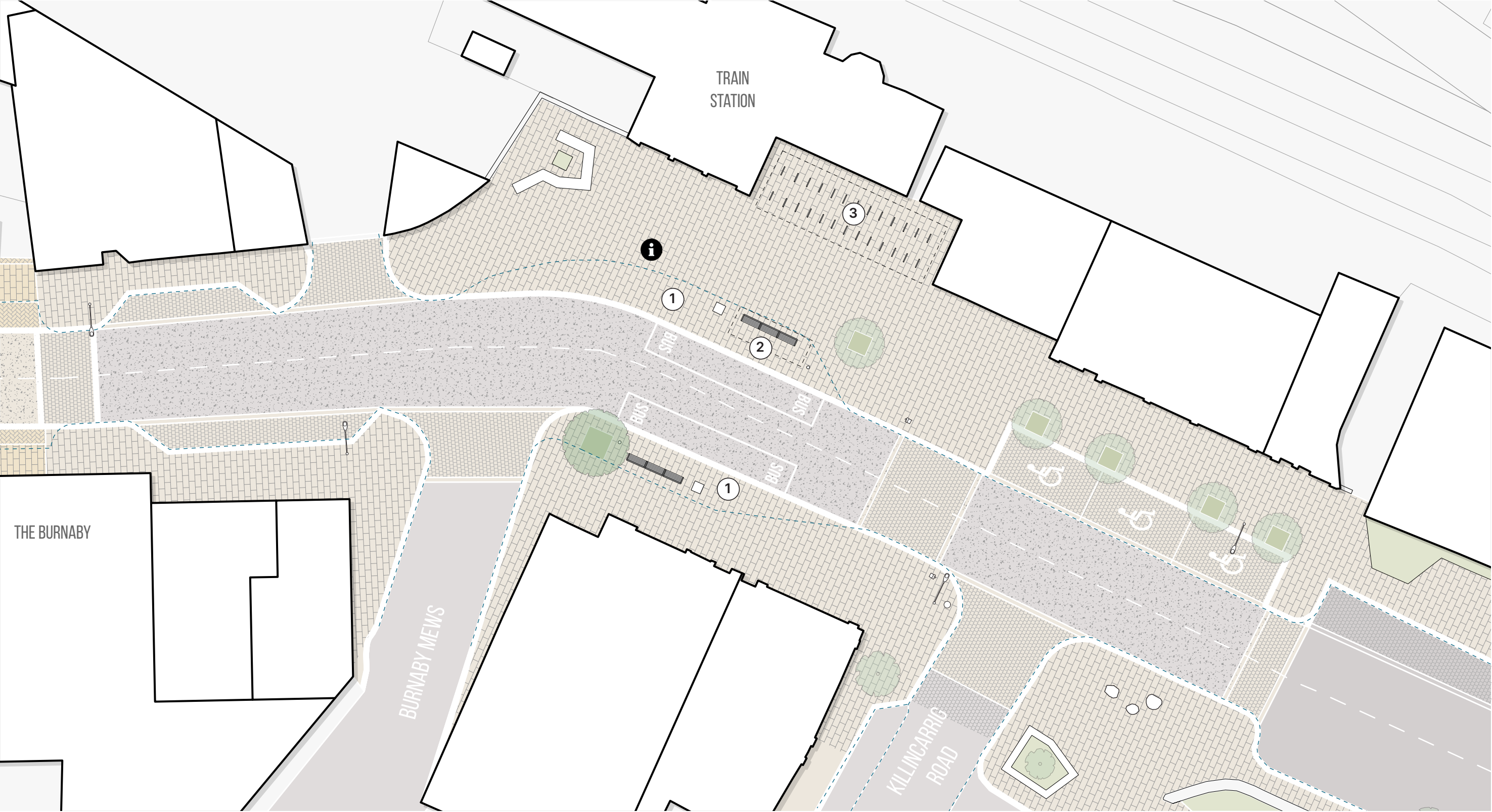
- Wayfinding Signage & Heritage Interpretation

### Notes:

- Drawing is for design intent only. Not to be used for construction.
- For consistency of design, pavement treatment has been extended into private land parcels where deemed appropriate. This required further discussion with private land owners.



# Landscaping Plan | Detail Plan 01

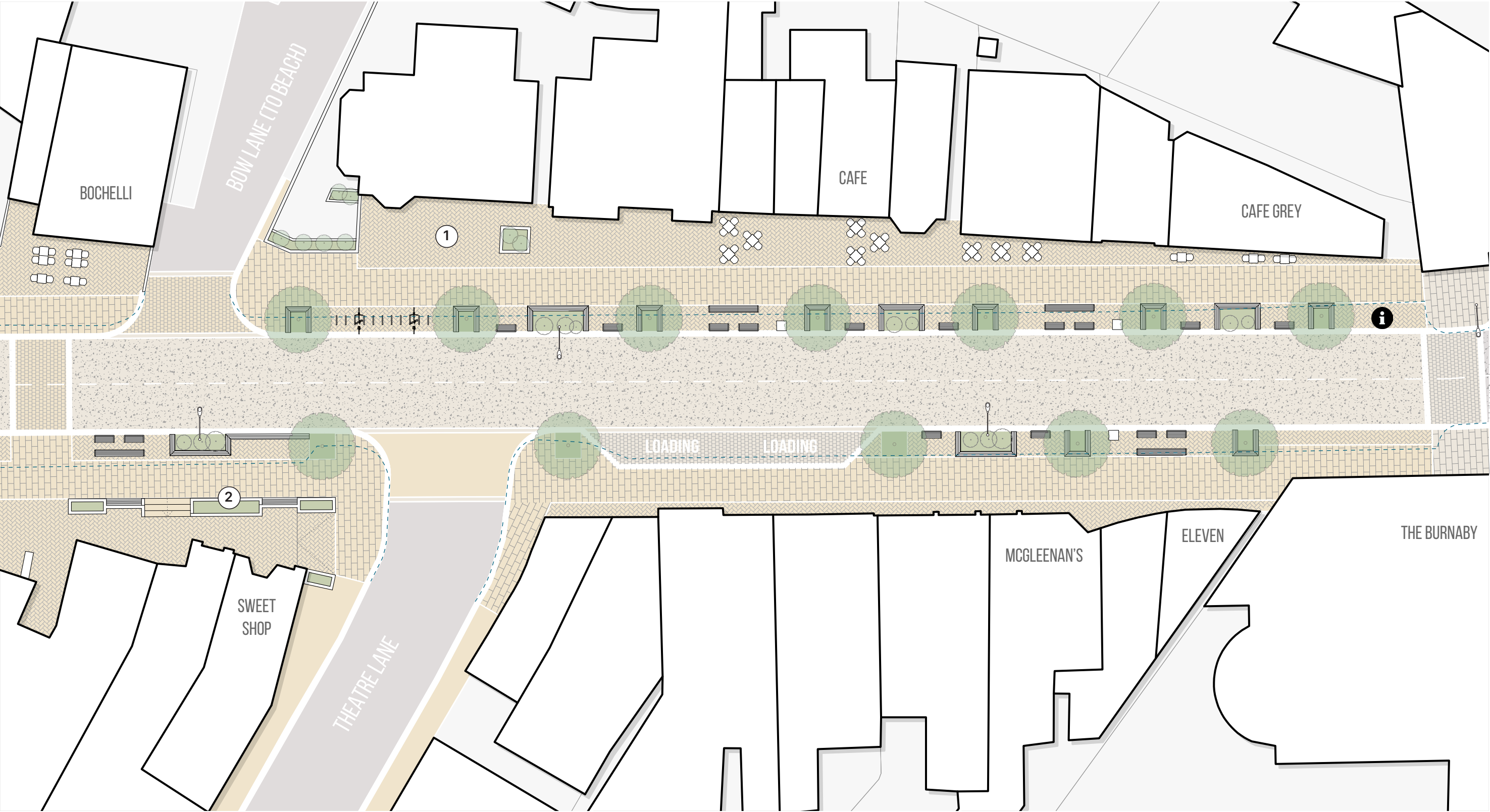


Drawing notes:

- 1. Bus lay-bys removed and pavement extended to match existing.
- 2. Bus stop relocated to revised pavement line to increase space outside of train station.
- 3. Consider replacement of bike shelter to more appropriate design for Architectural Conservation Area.



# Landscaping Plan | Detail Plan 02



- Drawing notes:
- 1. Layout as per Planning Approved drawings, which includes removal of boundary wall and new fixed planters.
  - 2. New fixed planter with integrated bench seating. See 'Materiality and Finish' within 4.2 Design Guide for further details.



# Landscaping Plan | Detail Plan 03



Drawing notes:  
1. New fixed planter. See 'Materiality and Finish' within 4.2 Design Guide for further details.



# Landscaping Plan | Detail Plan 04



Drawing notes:  
1. Historic cobbles to be retained.



## The High Street | How could it look?



*Church Road - Existing*

The following sketch sets out a possible view for Church Road, within the historic commercial core of the High Street.



*Church Road - Reimagined*

Appropriate zoning and resurfacing of the pavement created clear delineation of spaces, whereas temporary planters have been replaced with a permanent, accessible verge, that creates a buffer to the carriageway.



## Parklets | How could they look?



*Church Road - Existing*

The following sketch demonstrates how the existing fixed and temporary planters outside The Hungry Monk could be reconfigured to create a semi-enclosed parklet within the heart of the town centre.



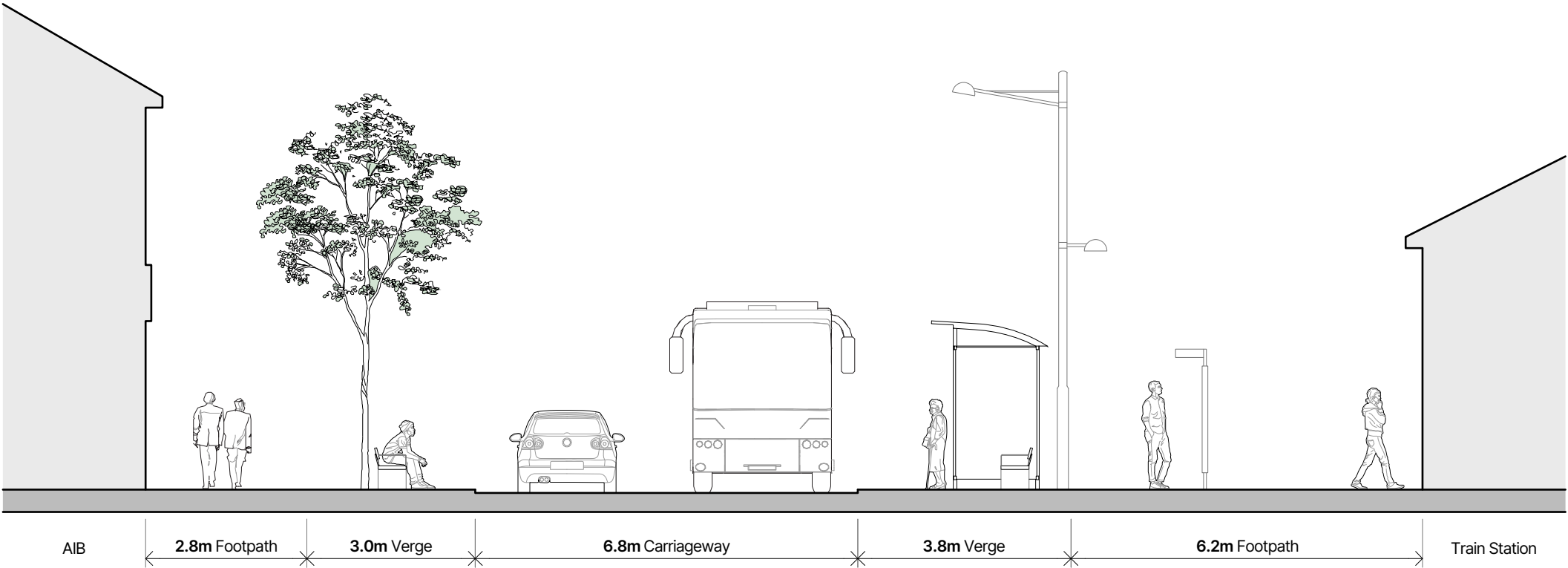
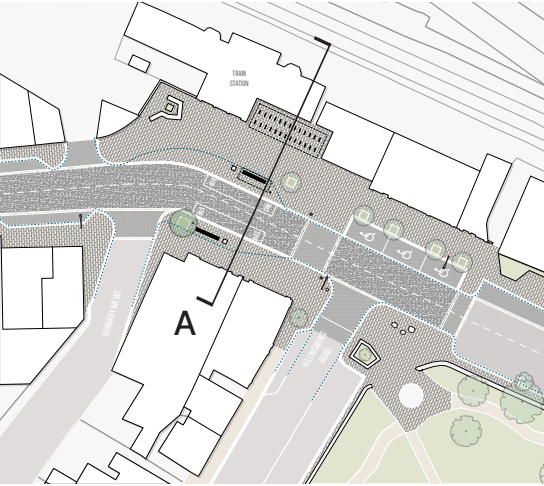
*Church Road - Reimagined*

Planters have been redesigned to incorporate low-level planting and benches, for a more human scale, as well as a buffer zone to the carriageway (note: high-back on bench is dashed).

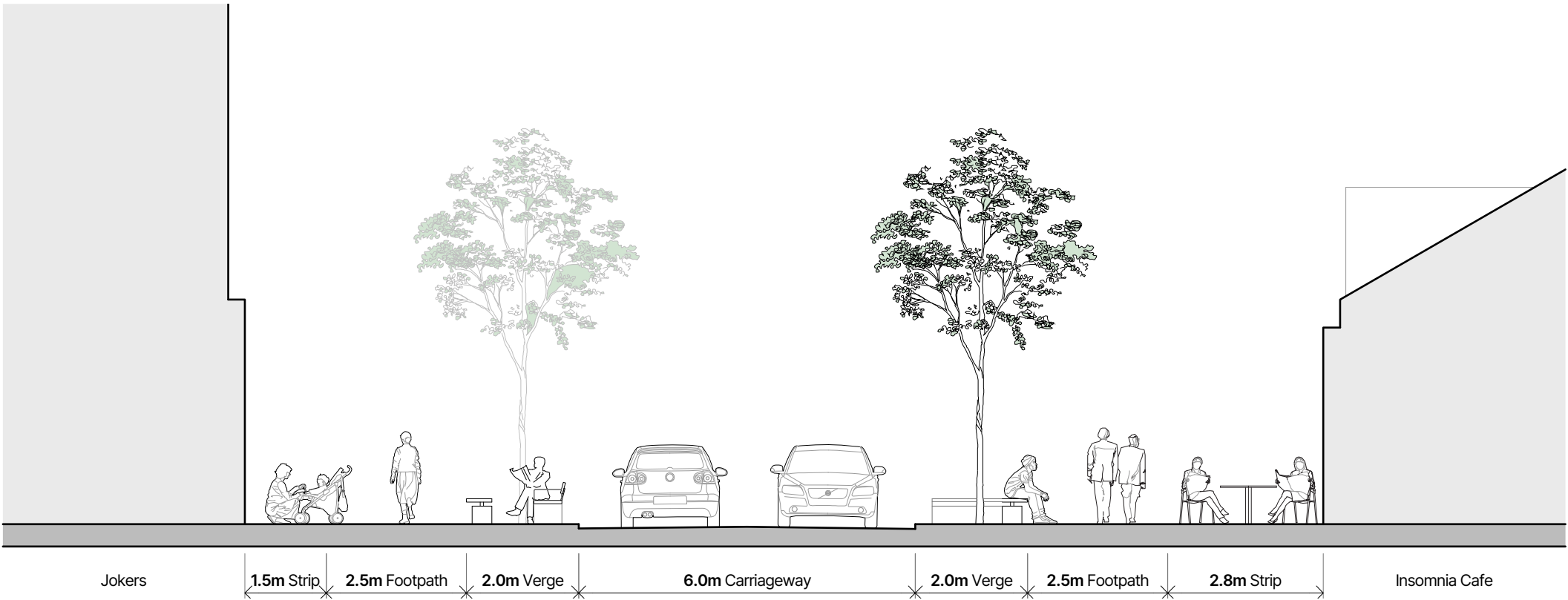
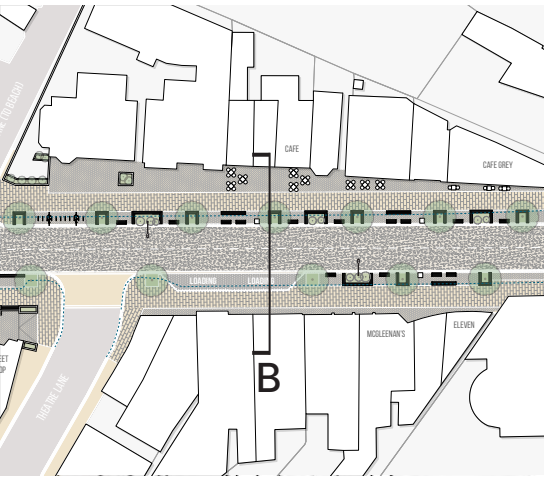


# Proposed Street Sections

Section A-A



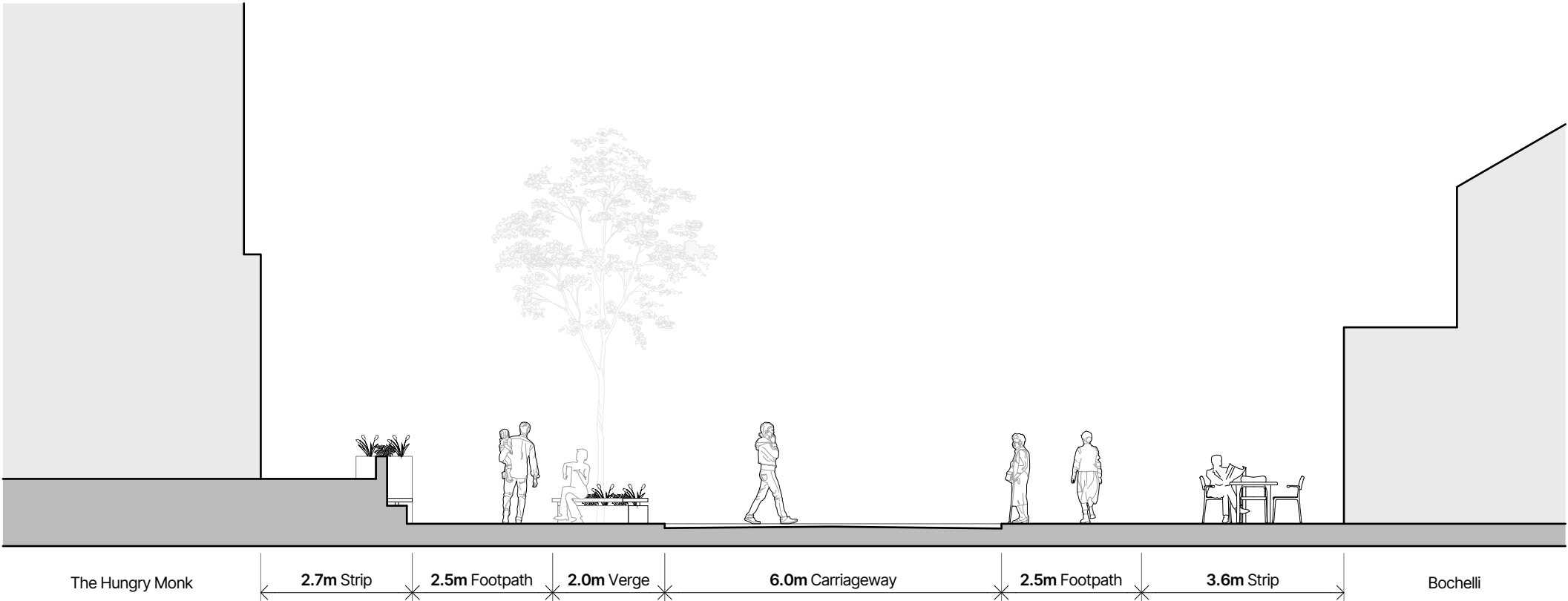
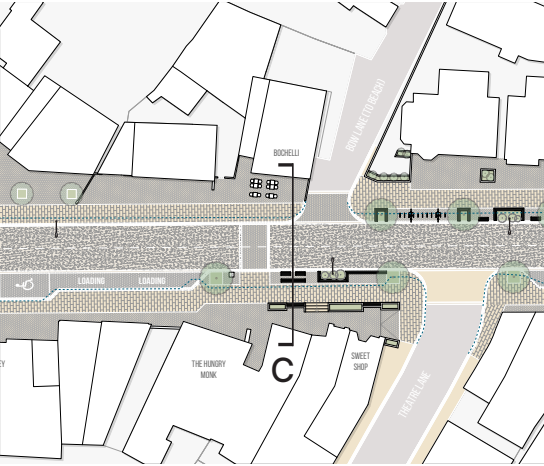
Section B-B



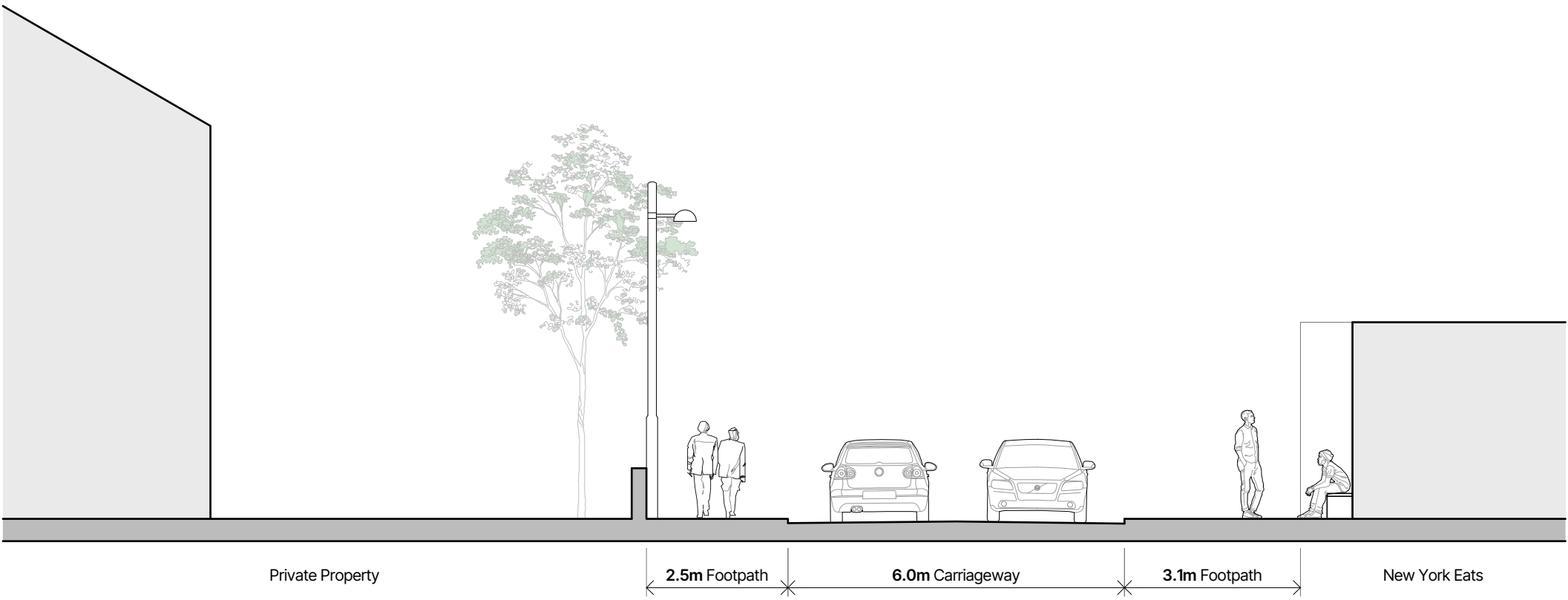
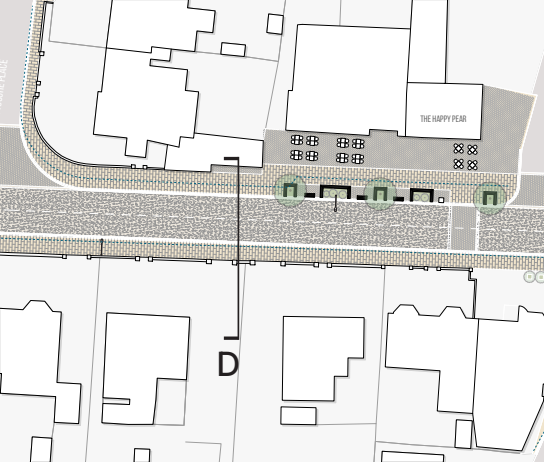


# Proposed Street Sections

Section C-C



Section D-D





# Church Road

Greystones, Co.Wicklow

Appendix 1: Shopfront Enhancement Scheme | AIB Bank



Comhairle Contae Chill Mhantáin  
Wicklow County Council



An Chomhairle Oidhreachta  
The Heritage Council



Studio Myco



# Case Study | AIB Bank

## Overview

The following section uses the AIB Bank building on Church Road, located directly opposite Greystones Railway Station, as a case study for a shopfront enhancement scheme.

The study has been completed in partnership with James Grieve Architects (Specialist Conservation Architect) and has considered the Wicklow County Development Plan 2022-2028, Appendix 1 – Design Standards, Section 6.4 Shopfront Design Standards and the Greystones Shopfront Guidelines document when developing proposed alterations.

The building occupies a highly prominent and strategic position within the town, forming one of the first visual impressions for visitors arriving by rail and an important frontage along a key pedestrian route.

As a historic, purpose-built shopfront, the building was originally designed with strong proportions and a clear architectural relationship to the adjoining Fitzgeralds shopfront, with both elements reading as a unified frontage. Over time, modern interventions have diminished this relationship, disrupting the original rhythm and proportion of the façade. There is clear potential to rearticulate the shopfront through the reintroduction of historic features, improved proportions, and cohesive detailing, allowing the frontage to once again read as a visually unified and attractive element along Church Road.





# Case Study | AIB Bank

## Analysis of Historic Shopfront

The former McFarlands shopfront, as recorded in historic photographs, represents a clear example of traditional shopfront design on Church Road. It displayed the full architectural vocabulary of a well-composed shopfront: vertical pilasters providing both structural logic and visual articulation; a carefully controlled overall height aligned to the ground floor; a stallriser at pavement level; framed display windows; an architrave and cornice marking the transition to the upper storeys; and a frieze carrying hand-painted signage.

Decorative elements such as a console bracket and urn finial added individuality without disturbing the overall balance. Every part of the composition was proportioned in relation to the whole, resulting in a frontage that felt coherent, legible and comfortably scaled to pedestrians. Although this shopfront has not survived, its proportions remain an important reference for Church Road.

The building now occupied by AIB no longer displays this level of historic detailing, but its underlying scale still reflects the original ground-floor dimensions established by the earlier shopfront. The adjoining Sherry FitzGerald building, while altered over time, continues to broadly retain this historic scale and bay width. Together, these buildings demonstrate that even when detailing is lost or simplified, the original proportions of historic shopfronts continue to shape the street.

The McFarlands frontage therefore remains a key benchmark for understanding how successful shopfront design on Church Road once balanced structure, ornament, proportion and human scale, and how these qualities can still inform future interventions.



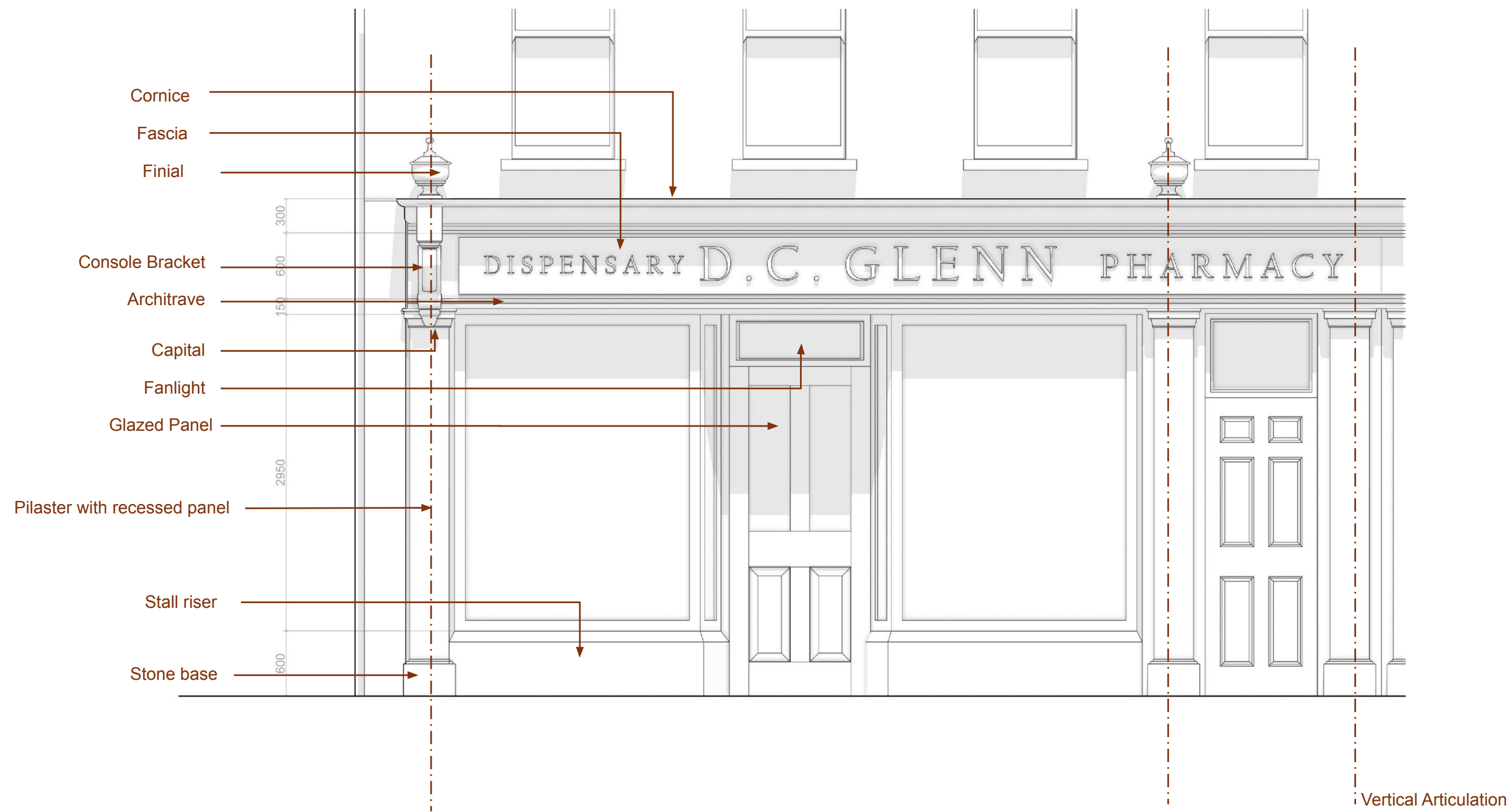
Original design of attached shopfrontage on Church Road; now Sherry Fitzgerald / AIB



Historic photograph of original shopfrontage, Church Road



# Case Study | AIB Bank



Analysis of Historic Shopfront – D.C Glenn (now Sherry Fitzgerald)



# Case Study | AIB Bank

## Erosion of Historic Details

Over the course of the 20th century, many of Greystones’ shopfronts retained much of their original architectural structure. Elements such as pilasters, corbels, stallrisers and overall bay proportions often survived, even where individual details were altered. This has meant that, unlike in some towns where historic shopfronts were almost entirely replaced, the underlying framework of Greystones’ Victorian and early-20th-century shopfront design remains legible along parts of Church Road.

However, change has tended to occur most noticeably at the level of fascias, finishes and signage. In several cases fascias have been enlarged beyond their traditional proportions, cutting across cornice lines or visually overpowering the shopfront below. Colour schemes and materials have often been selected to suit individual branding rather than the wider streetscape, leading to visual incoherence between adjoining buildings. While these changes may appear minor in isolation, their cumulative effect has produced a number of shopfronts that feel unsympathetic - where the original architectural logic is still present, but partially obscured by disproportionate fascias, dominant signage and poorly coordinated finishes.

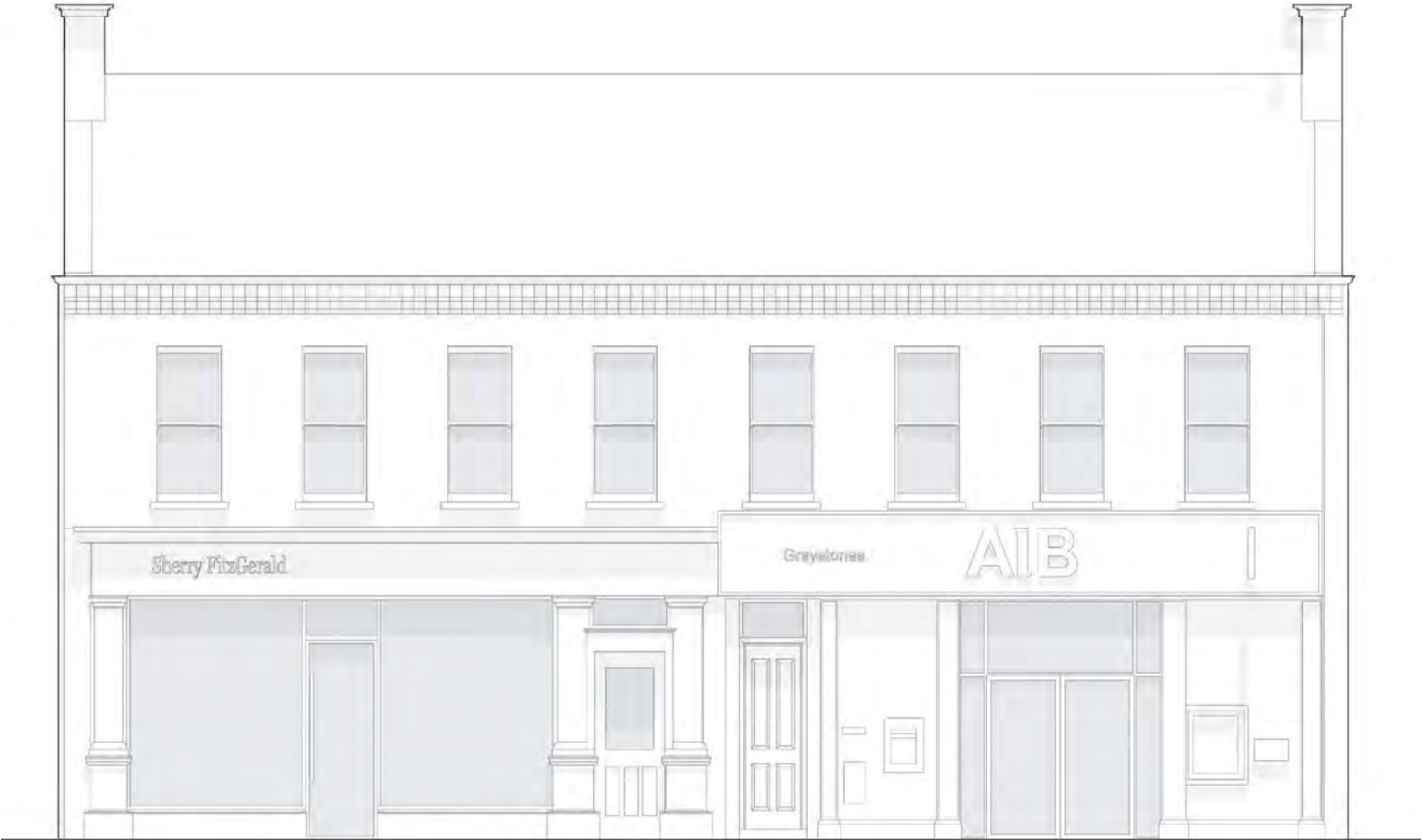
The AIB building on Church Road illustrates how incremental changes can weaken the architectural clarity of a traditional shopfront. Although the original bay width and general proportions remain legible, much of the historic detailing has been removed. The fascia has been enlarged and no longer incorporates an architrave or console brackets to frame it. At ground level, blank panels have been introduced to accommodate ATMs, interrupting the traditional relationship between glazing, stallriser and entrance. The use of aluminium glazing further reduces depth and articulation, replacing the fine grain of timber joinery with a flatter, more utilitarian appearance.



Historic shopfront of D.C Glen Shopfront



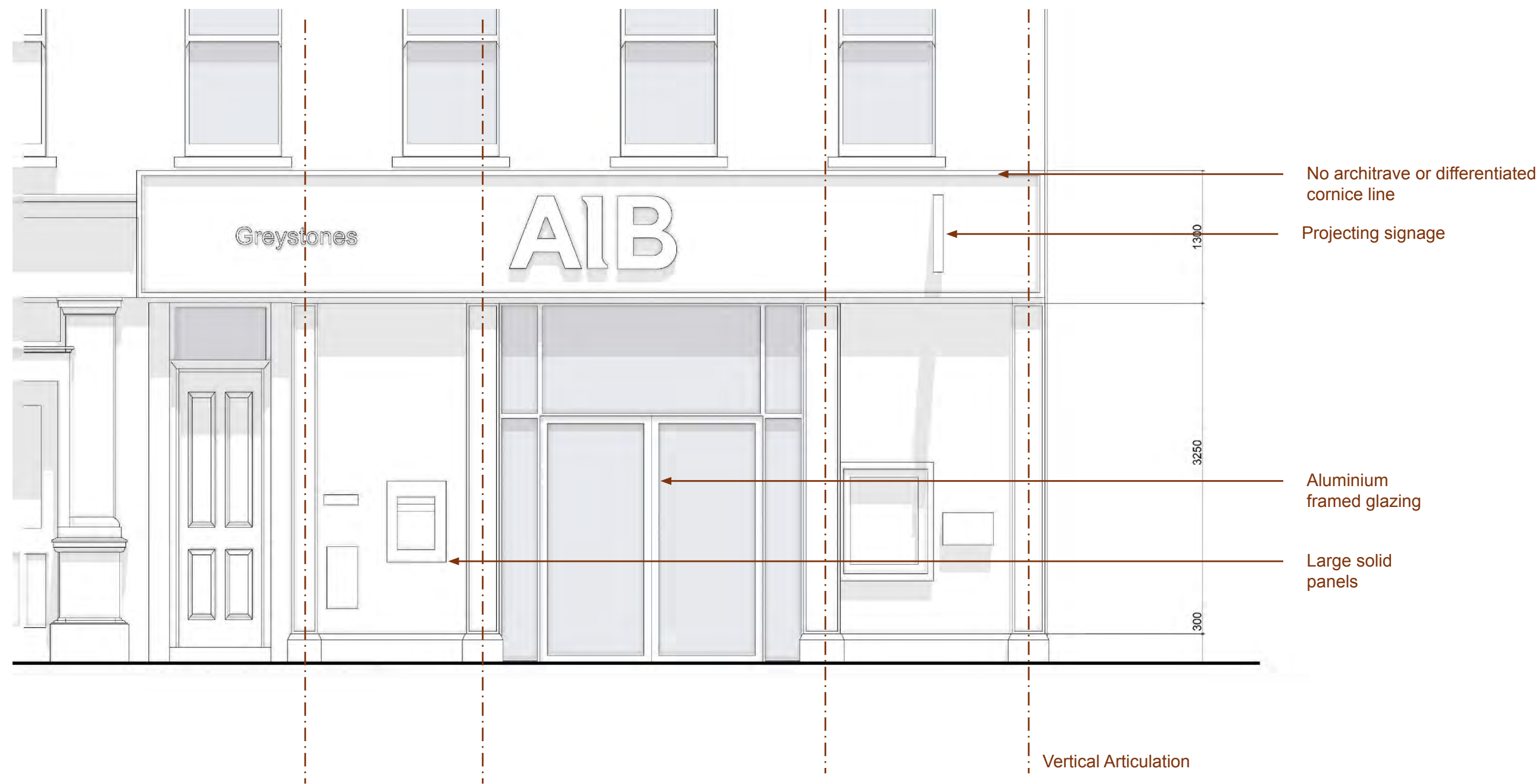
Current AIB shopfront



Existing design of attached shopfrontage on Church Road



# Case Study | AIB Bank



Analysis of Visually unsympathetic Shopfront – AIB



# Case Study | AIB Bank

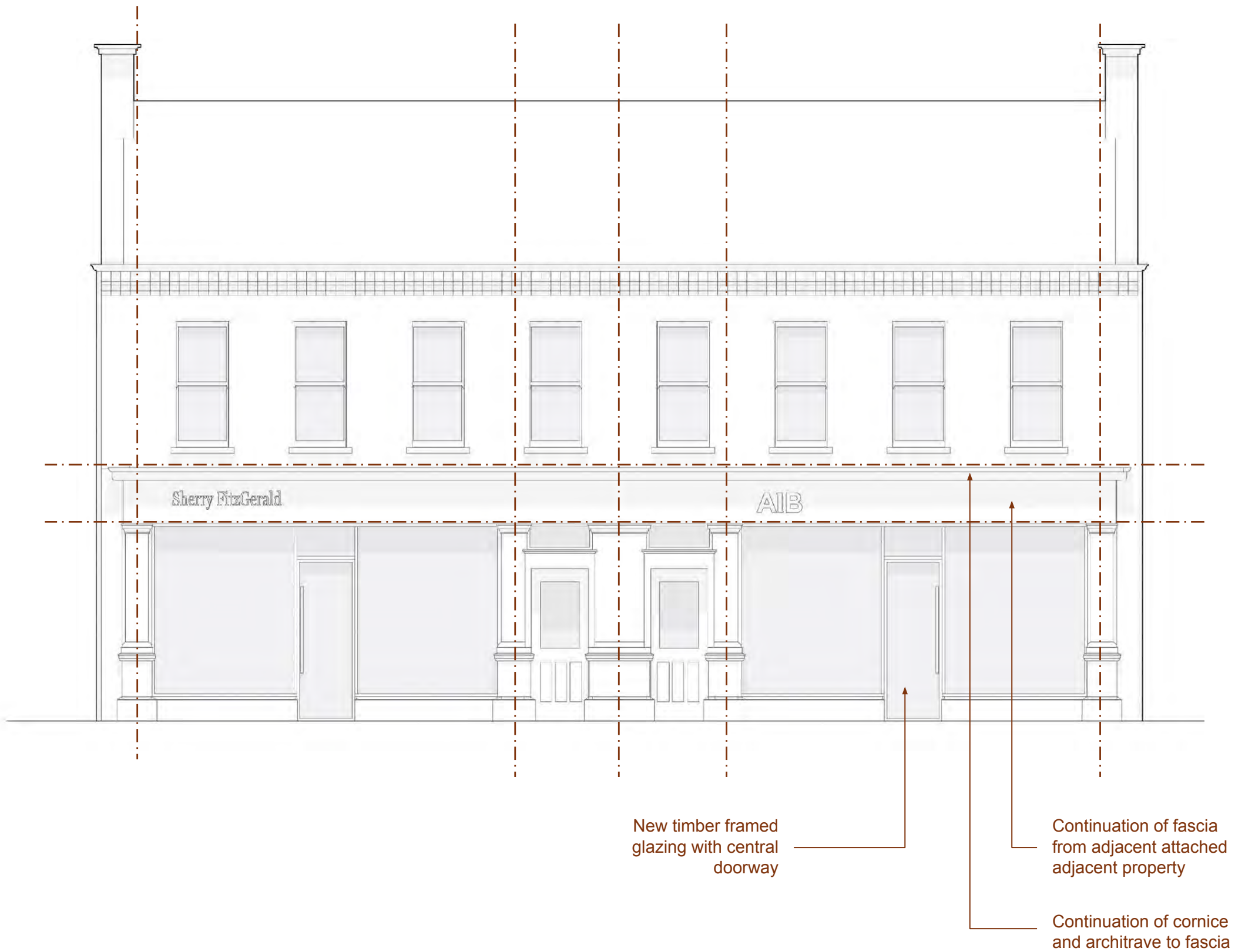
## Proposed Shopfront Enhancement

There is strong potential to strengthen the streetscape by reintroducing key principles of traditional shopfront composition where these have been weakened over time. This does not require copying historic detail verbatim, but rather re-establishing the underlying structure of proportion, hierarchy and alignment that made earlier shopfronts successful.

Reducing the height of oversized fascias, reinstating a clearer relationship between stallriser, display window and fascia, and introducing simple framing elements can restore visual balance at ground-floor level and improve how individual buildings relate to one another. In the case of the AIB frontage, refining the fascia to a more appropriate proportion and articulating it in relation to the façade above would allow the building to sit more comfortably within its context.

The existing pilasters on the Sherry FitzGerald building are thicker than their original historic proportions, but they now form part of the established visual rhythm of this part of Church Road. Where two adjoining properties are being read together, consistency between them is more important to streetscape coherence than strict adherence to an earlier, now-lost dimension. The proposed design would deliver clear visual and townscape benefits.

By reinstating a legible shopfront hierarchy - stallriser, display window and properly scaled fascia - the frontage would regain architectural clarity and human scale. Aligning new elements with the proportions of the adjoining Sherry FitzGerald building would allow the two properties to read as a coherent pair, strengthening rhythm and continuity along this part of Church Road. Collectively, these changes would enhance the quality of the streetscape, improve legibility for pedestrians, and reinforce the distinctive character of Greystones' town centre.





## Case Study | AIB Bank



*Option 01: Indicative illustration of new shopfront to AIB unit*



## Case Study | AIB Bank



Option 02: Indicative illustration of unified shopfronts between Sherry FitzGerald and AIB buildings.