

Shopfront Design Supplementary Planning Document (SPD)

Consultation Statement January 2021

1. Introduction

This statement is the 'Consultation Statement' for the Shopfront Design SPD as required by the Town and Country Planning (Local Planning) (England) Regulations 2012 (section 12). This statement sets out how the public and other stakeholders were consulted upon the SPD.

2. Consultation Regulations

The SPD has been produced in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The relevant regulations relating to the consultation process are explained below:

Regulation 12(a) requires the Council to produce a consultation statement before adoption of the SPD, this must set out who was consulted, a summary of the issues raised, and how these issues were incorporated into the SPD.

Regulation 12(b) requires the Council to publish the documents (including a 'consultation statement') for a minimum 4 week consultation, specify the date when responses should be received, and identify the address to which responses should be sent.

Regulation 13: Regulation 13 stipulates that any person may make representations about the SPD and that the representations must be made by the end of the consultation date referred to in Regulation 12.

Regulation 35: Regulation 12 states that when seeking representations on an SPD, documents must be made available in accordance with Regulation 35. This requires the Council to make documents available by taking the following steps:

- Make the document available at the principal office and other places within the area that the Council considers appropriate;
- Publish the document on the Council's website.

3. The Statement of Community Involvement

This Statement of Community Involvement was adopted on 9 October 2019. It explains how we aim to involve the community in planning functions and reflects the 2012 regulations. It also specifies additional measures that the Council will undertake in consulting upon draft SPDs and these have been reflected in the consultation process for the Shopfront Design SPD. As per the SCI, the Council has involved key stakeholders in the preparation of the SPD (as set out in the SPD).

4. Shopfront Design SPD Public Consultation Information

Consultation on the SPD was carried out in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The draft SPD was made available for inspection by the public for a six week period between 10th February and 23rd March 2020. Copies of the draft SPD and information setting out how comments could be made were available during normal office hours at the Council's main offices (Military Road, Canterbury).

The draft SPD and information setting out how comments could be made were available to view on the Council's website at: <https://www.canterbury.gov.uk/info/20005/consultations>. Further information was available by contacting the Planning Policy & Heritage team by email at planning@canterbury.gov.uk or by telephoning the council on 01227 862178.

The consultation was promoted via the council's newsroom site and social media, and via direct email to 486 individuals and organisations who have signed up to be notified of planning policy consultations. Statutory consultees Historic England, Natural England and the Environment Agency were consulted as part of the Strategic Environmental Assessment Screening and Habitats Regulations Assessment.

The information accompanying the draft SPD set out that any person may make a representation on the SPD and that any representations were to be received by 5pm on Monday 23rd March 2020.

5. Summary of the issues raised and how incorporated into the SPD

A total of 14 responses were received to the consultation via on-line questionnaires and written submissions. Respondents were generally supportive of the SPD. A number of comments proposed minor text amendments and points of clarification. These have been incorporated into the final text and a summary of the comments received and amendments made is provided as follows.

Comment	Proposed Amendment
Chapter 1	
The council should seek to prevent garish shopfronts: 3 comments	No amendment
Agree with the contents of this chapter: 2 comments	No amendment
Query as to whether the guidance in the SPD will be enforced: 1 comment	No amendment The adopted SPD will be a material consideration in planning decisions.
Shopfronts should reflect the character of their buildings: 1 comment	Text amended for emphasis Section 1.2, Paragraph 2: <i>Shopfronts are becoming increasingly standardised and utilitarian in appearance, with</i>

	<i>many outlets opting for 'house styles' and corporate logos, showing little consideration for the proportions and character of the host buildings.</i>
The SPD should clarify that nothing inside shops is covered by the guidance: 1 comment	Text amended for clarity Section 1.1, Paragraph 3 <i>For the purposes of this guidance, 'shopfront' refers to ground floor built frontages with a fascia and/or display window, including non-retail uses such as banks, building societies, cafes and restaurants. This guidance is concerned with external design and does not apply to works inside buildings.</i>
The SPD should clarify that the guidance also applies to developers: 1 comment	Text amended for clarity Section 1.1, Paragraph 1 <i>This document is intended to help owners, developers and designers achieve high standards of shopfront design, and take a sensible and sensitive approach to security, signage and materials.</i>
The SPD should clarify that the guidance also applies to shopfronts in rural villages: 1 comment	No amendment as this is already stated in Section 1.1, Paragraph 2. <i>This guidance focuses primarily on shopfronts located within our city and town centres, but also those that influence the visual appearance and character of our villages.</i>
Chapter 2	
Agree with the contents of this chapter: 1 comment	No amendment
Incorrect use of apostrophes throughout the document, for example "1850's" should read "1850s": 1 comment	Text amended
Opposed to timber frames being removed from shopfronts, regardless of whether the building is listed or not: 1 comment	No amendment. Section 3.1 states: <i>Historic shopfronts should be retained and repaired wherever possible. When a historic shop is being converted to an alternative use, good quality shopfronts should be retained. The replacement of traditional shopfronts with modern utilitarian designs is discouraged. Refurbishment of existing traditional shopfronts, including redecoration and new signage, can provide a new, fresh image.</i>
Question the use of the word "cills" as it is not plain English: 1 comment	An explanation of terminology is provided in Section 3.3; a cross-reference to this section has been added in Section 2.1, Paragraph 2 for clarity.

Shopfronts should reflect the character of their buildings: 1 comment	Text amended for emphasis Section 1.2, Paragraph 2 <i>Shopfronts are becoming increasingly standardised and utilitarian in appearance, with many outlets opting for 'house styles' and corporate logos, showing little consideration for the proportions and character of the host buildings.</i>
Support the retention of traditional shopfronts: 1 comment	No amendment
The council should subsidise shop owners to maintain traditional shopfronts if owners cannot afford to do so themselves: 1 comment	No amendment
Chapter 3	
Agree with the contents of this chapter: 3 comments	No amendment
Good shopfront design should complement and enhance the architecture of the building: 1 comment	No amendment as this is stated in Section 3.2, Paragraph 2: <i>The shopfront must relate to, and respect, the character, proportions and appearance of the entire building.</i>
The SPD should clarify that intrusive, coloured lighting is not acceptable: 1 comment	No amendment as this is stated in Section 4: Signage and Adverts. <i>Internally illuminated box signs, illuminated letters and neon signs in windows are considered to be unsuitable in conservation areas and on listed buildings.</i>
Chapter 4	
Traditional, handwritten signage should be favoured: 4 comments	No amendment as this is stated in Section 4.2: <i>Signwriting is preferred to manufactured lettering.</i>
Intrusive, coloured and laser lighting on signs should be prevented: 3 comments	No amendment as this is stated in Section 4.5.
Colours used on signage should complement the surrounding street lighting: 1 comment	No amendment. The use of colours in signage is discussed in Sections 4.1 to 4.7.
Large signs can cause an obstruction for people with disabilities and parents with prams: 1 comment	Text amended in Section 5.4: <i>Use of the property frontage for external displays and street furniture will normally be encouraged because it can enliven the character of a street, but care must be taken to ensure items do not obstruct the public highway.</i>
Signage should be kept to a minimum: 1 comment	No amendment as this is discussed in Section 4.1:

	<i>Shopkeepers need to advertise their presence, but too many, poorly designed and discordant signs in unsympathetic materials can have a detrimental impact on the character and appearance of an area.</i>
Chapter 5	
Agree with the contents of this chapter: 1 comment	No amendment
Ensure doors are easy for everybody to open, particularly people with mobility issues: 1 comment	No amendment as this is referred to in Section 3.8: <i>The Equality Act 2010 requires that all buildings containing shops or providing public services are accessible to disabled people. Easy access to and circulation within shops is important to everyone, including people who use wheelchairs; those who cannot walk easily, people who are deaf, people who are blind or visually impaired and to older people, children, and people with pushchairs, prams or trolleys.</i>
Ensure some cash machines are still provided as part of some shopfronts: 1 comment	Text amended in Section 5.5: <i>The location of a cash machine (ATM) needs careful consideration where they are to be incorporated into older buildings. If possible ATMs should be installed internally in a lobby which will also provide security. Where ATMs are installed externally, early consideration should be given to integrate them into the overall design for the property. Its position should be sensitive to building design and shopfront character, seek retention of an active frontage and use materials that are sympathetic to the building.</i>
Neon-lit cash machines should be avoided: 1 comment	Text amended in Section 5.5: <i>The location of a cash machine (ATM) needs careful consideration where they are to be incorporated into older buildings. If possible ATMs should be installed internally in a lobby which will also provide security. Where ATMs are installed externally, early consideration should be given to integrate them into the overall design for the property. Its position should be sensitive to building design and shopfront character, seek retention of an active frontage and use materials that are sympathetic to the building.</i>
Chapter 6	
Security measures should be in keeping with the character of the building and surrounding area:	No amendment as this is stated in Section 6.1:

2 comments	<i>The Council will balance the need for crime prevention with the need to protect and enhance the visual quality of the area.</i>
The council should seek to prevent the use of solid shutters as they can encourage crime, particularly graffiti: 2 comments	Text added for emphasis in Section 6.5: <i>They are also vulnerable to graffiti and fly-posting and can ultimately reduce vitality. It is for all these reasons that the Council will not normally support proposals for installing external solid roller shutters in conservation areas or main shopping streets.</i>
Agree with the contents of this chapter: 1 comment	No amendment
Chapter 7	
Materials should complement the character of the building and surrounding area: 2 comments	No amendment as this is stated in Section 7.1: <i>Designers should take account of the existing materials of the building above and of the wider streetscene.</i>
Agree with the contents of this chapter: 1 comment	No amendment
Colours should be carefully chosen to complement the character of the area: 1 comment	No amendment as this is discussed in Section 7.4: <i>Colour schemes should harmonise with the building and with other buildings in the street.</i>
Chapter 8	
Agree with the contents of this chapter: 1 comment	No amendment
Buildings outside of conservation areas and private buildings should also be covered by this guidance: 1 comment	No amendment. The scope of the guidance is provided in Section 1.1: <i>This guidance focuses primarily on shopfronts located within our city and town centres, but also those that influence the visual appearance and character of our villages.</i> <i>For the purposes of this guidance, 'shopfront' refers to ground floor built frontages with a fascia and/or display window, including non-retail uses such as banks, building societies, cafes and restaurants.</i>
It is important that the council enforces any breaches of this guidance: 1 comment	No amendment. The Canterbury City Council Planning Enforcement Plan sets out how the Planning Team will respond to breaches of planning control using the powers contained within the

	Town and Country Planning Acts.
The council should consider making grants available to smaller businesses who may otherwise be unable to afford materials of the required quality: 1 comment	No amendment.
We believe that Section 8.1 (P.14) incorrectly describes when LBC is needed. It is needed for works which affect the special architectural or historic character of a building, not for all works which affect the character or fabric of a listed building. This section should be revised to reflect this terminology, and could refer to s.7 of the Planning (Listed Buildings & Conservation Areas) Act 1990 from which this derives (Historic England).	Text amended for clarity in Section 8.1: <i>Listed Building Consent is required for all works which affect the special architectural or historic character of a listed building (Planning (Listed Buildings & Conservation Areas) Act 1990). This will usually include:</i> <ul style="list-style-type: none"> ● <i>New or replacement signs.</i> ● <i>Changes to shopfronts.</i> ● <i>Internal works.</i> ● <i>Investigation works such as removal of wall coverings and fixtures.</i>
Other Comments	
Agree with the contents of the SPD: 4 comments	No amendment.
Existing shop owners should be given sufficient notice to plan this guidance into their designs: 1 comment	No amendment. The SPD refreshes the existing Canterbury City Council Shopfront Design Supplementary Planning Guidance
It is important that the council enforces any breaches of this guidance: 1 comment	No amendment. The Canterbury City Council Planning Enforcement Plan sets out how the Planning Team will respond to breaches of planning control using the powers contained within the Town and Country Planning Acts.
It is important that the council takes action to deal retrospectively with shopfronts that do not comply with this guidance: 1 comment	No amendment. The Canterbury City Council Planning Enforcement Plan sets out how the Planning Team will respond to breaches of planning control using the powers contained within the Town and Country Planning Acts.
The council could use the BID to help communicate this guidance to new businesses: 1 comment	The SPD will be available via the Council's website and will be a material consideration in planning decisions. We welcome publicity of the guidance across the district from BID and other organisations.
The council needs to provide a copy of the SPD to all new shops before they are fitted out: 1 comment	The SPD will be available via the Council's website and will be a material consideration in planning decisions. We welcome publicity of the guidance across the district from BID and other organisations.
The emphasis of this guidance should be on traditional shopfront design: 1 comment	No amendment.

<p>The Outdoor Lighting SPD should be reviewed to ensure it is consistent with the Shopfront Design SPD: 1 comment</p>	<p>We are commencing work on a new Local Plan and as part of this we will be looking at all SPDs, including the Outdoor Lighting SPD to see which are still relevant and which will need updating/refreshing in the future.</p>
<p>A further observation is that images might help convey some of the key messages rather better; an image can be worth a thousand words and really reinforce a message. We assume there is an intention to include pertinent drawings and photographs in the final version of the SPD; if this is not the case we suggest that this be considered (Historic England).</p>	<p>The draft-SPD was text-only for the public consultation as stated.</p> <p>Images have been added to the final SPD for proposed adoption.</p>