

Appendix 1: Consultation Statement

Wychavon District Council Shop Front Design Guide Supplementary Planning Document (SPD)

1. Introduction

1.1 This consultation statement has been prepared in accordance with Regulation 12 of The Town and Country Planning (Local Planning) (England) Regulations 2012, which relates to public participation in the preparation of a supplementary planning document. The draft Shop Front Design Guide SPD was prepared in September 2016 and this report outlines how the consultation was undertaken, who was involved and how responses were considered.

2. Purpose of the SPD

2.1 Wychavon's Shop Front Design Guide was initially published in 1995. A new SPD was produced to update the guidance to reflect our aspirations for shop front design, to reflect current South Worcestershire Development Plan (SWDP) policies, and nationally, the National Planning Policy Framework as well as current planning advice, with the aim of achieving attractive shopping streets that appeal to both locals and visitors. The SPD will relate to SWDP Policy 21: Design.

3. Who was consulted on the draft Shop Front SPD?

3.1 The preparation of the SPD began in 2011 and the initial draft was subject to targeted local consultation, including the civic societies, town councils, local members, relevant statutory consultees and officers, although due to resources, the SPD did not progress to the next stages. However, since the adoption of the South Worcestershire Development Plan and following a request from the civic societies, there became capacity in the team to progress the SPD to adoption.

3.2 In June 2016 the initial draft SPD was again circulated for further comment to local consultees, including the civic societies, Development Management, Regeneration, Enforcement and Conservation Officer.

3.3 In September 2016, after consideration of responses from the initial local consultation and internal officer's advice, a draft Shop Front Design Guide SPD was presented to Planning Committee on 22 September for approval to go out to statutory consultation (Regulation 13 of the Town and Country Planning (Local Planning) (England) Regulations 2012).

4. How were people consulted?

4.1 The draft Shop Front Design Guide was approved for public consultation by Wychavon planning committee on 22 September, and then Executive Board on 19th October 2016. The formal six week consultation process for the SPD took place between Monday 24 October until 5pm on Monday 5 December 2016.

4.2 The methods to inform the public of the consultation included:

- Email to all planning agents
- Email to specific consultation bodies including: town and parish councils (and adjoining town and parish Councils)
- Worcestershire County Council
- Statutory consultees (Historic England, Natural England and Environment Agency)
- Local Civic Societies
- Local Chamber of Commerce and Trade
- Economic Development officers
- Relevant internal officers
- Local councillors

Please see Appendix A for a full list of consultees.

A hard copy of the relevant draft Shop Front Design Guide SPD document was made available at the following locations:

Wychavon District Council:

- Broadway Library, Leamington Road, Broadway WR12 7DZ

- Droitwich Community Contact Centre and Droitwich Library, Victoria Square, Droitwich, WR9 8DQ
- Evesham Community Contact Centre, Abbey Road, Evesham, WR11 4SB
- Pershore Library, Church St, Pershore, WR10 1DT

A copy could be viewed online at:

www.swdevelopmentplan.org

www.wychavon.gov.uk

Respondents were able to comment of the Shopfront Design SPD in a variety of ways:

- By email to: contact@swdevelopmentplan.org or
- By letter (See Appendix B)

5. Consultation responses and a summary of how issues have been addressed in the final Shop Front Design Guide

5.1 A full summary of the consultation responses is set out below. The main issues have been identified as a result of this process and, where appropriate, amendments made to the SPD. Once the SPD is adopted through the committee process it will be used as a material consideration in the determination of planning applications relating to shop fronts and signage.

Responses received for Wychavon District Draft Shop Front Design Guide in October - December 2016

Comments received	Council Response
<i>Broadway Trust</i>	
In terms of signage and advertising, could it also be stressed that general government policy is for “more exacting standards of advertisement control” in a Conservation Area?. This was stated in PPS 6, policy BH13, is this still valid?	Agree to emphasise further that it is a criminal offence to display an advert without consent and that Conservation Areas will be given be special consideration. Further detail has been included in the Advertisement and Signage section. Advertisement control is included in para 67 and 68 of National Planning Policy

	Framework (NPPF) and para 003 of National Planning Policy Guidance (NPPG).
Under "Planning Context" should there also be reference to the specific Conservation Area Appraisals in place e.g, Broadway. (Most of the traders in Broadway seem unaware of it).	Agree to include this.
We would have preferred more robust resistance of illuminated box signs (in a CA).	Agree to emphasise this further within the design of signs section.
Suggest that the erection of sign hoardings be addressed and that they are considered as part of the overall criteria for the building. There is one in Broadway for purportedly an "exhibition" but it has now been there for a few years! It is also in the front garden / forecourt, not on building, and rather large.	Noted. Sign hoarding is considered under advertisement regulations. A definition of advertisements has been included.
Could it be made clear that projecting signs should be close to the face of building? One sign in the village projects about 1.5m over the pavement - in front of all the others to the consternation of the adjoining shopkeepers.	Projecting signs features in the Shop Front Guide and state that they should fit in within the overall character of the shop front. A section on projecting signs has also been included in the SPD.
Evesham Civic Society	
Amend the description of the town centre shopping area; it needs to be a little more detailed to bring to attention the main elements of the area. In Evesham's case, the description is too short and cannot properly describe the various elements that together form the shopping area.	Agree to amend the description of Evesham.
It would be useful to know how 'traffic pressures'	Agree to remove this reference.

have degraded the quality parts of Evesham's shopping areas. Otherwise we think this reference should be left out.	
Page 10 and 14 - Concur with the statements made in this section. However, is there a mistake on page 14 with reference to 'District Spa'?	Noted.
Page 15 & 16 - Consider shop blinds should be included in this section. Blinds are an extended significant positive feature of a shop and can lend to a sense of gaiety to the street scene.	Agree to include a more detailed section on shop blinds.
Definition of a box grille required.	Noted.
A more appropriate photo to illustrate excessive plastic film is required. There should also be a reference to unnecessary posters.	Agree to replace photo.
It is important that enforcement is used to maintain the integrity of the Conservation Areas. In Evesham the two mini markets on the western side of the High Street have posters stuck all over their front windows.	Noted. Posters are considered under advertisement regulations. A definition of advertisements has been included.
Page 19 and 21 – The two sections on the design of signs and fascia boards should be combined and then separate sub sections devoted to the various elements, Fascia Boards, Projecting signs etc.	Agree to amalgamate the two sections.
Support the comments on Fascia Boards and pleased to see the inclusion that property numbers should be shown. In addition it should be mentioned that delivery drivers will also be assisted by the inclusion of property numbers.	Support noted and agree to include sentence about delivery drivers.

<p>In Evesham the shop fascia board of the mini market close to Avon Street is out of all proportion to the size of the listed building it is affixed to. The original planning application was to renew the traditional shop front however the fascia board approved dwarfs the upper part of the building to which it is affixed.</p>	<p>Noted. Officers are happy to discuss this planning application further.</p>
<p>The use of 'A' Boards causes many problems, particularly for the disabled community in Evesham and we are sure, elsewhere. The Highway Authority has various rules and guidelines and it is essential that specific reference is made to these in the Design Guide and included in Appendix 2.</p>	<p>Agree to include reference to the Highway Authority</p>
<p>No reference is made in the Design Guide to the continuing problem of empty shops and a separate section should be incorporated. An empty shop often looks untidy and brings a sense of gloom and neglect to a shopping centre, especially when they use plastic film/closing down posters to these premises.</p>	<p>Agree to include a section on empty shops.</p>
<p>Pershore Civic Society</p>	
<p>Welcomes the shop front guidelines and consider that they will be useful for future planning and listed building consent applications.</p>	<p>Support noted.</p>
<p>Evesham Talking Paper</p>	
<p>Raised their concern about the excessive amount of A-boards cluttering the pavements and causing an obstruction, particularly for the visually impaired.</p>	<p>Agree. Amended the A-Board section to reflect RNIB advice.</p>

Evesham Town Centre Manager	
It would be useful to include acceptable materials in the 'Features of a shop front' section.	Agree, added a section on 'appropriate materials'.
Suggests that it is difficult to restrict plastic film use on non-listed buildings and if the plastic film was removed, the backs of shelves would be exposed.	Noted. Appreciate that plastic film use is difficult to enforce, however we consider it is appropriate to continue to encourage the preferred form of advertising which is through the display of goods within the shop window. We will discourage the use of plastic film; however discreet etched glass type may be acceptable form of advertising.
Suggests that the A-Board section should be amended to include the recommendations set out by the Royal National Institute of Blind People (RNIB).	Agree. Amended the A-Board section to reflect RNIB advice.
Would like to see further advice on shop blinds and canopies.	Agree. Included an additional section on shop blinds and photos of good examples.
Highways England	
No comments to make.	Comments noted
BPA Pipelines	
Not in zone of interest	Comments noted.

Appendix A – Consultees

Specific Consultees

- Parish and town councils within Wychavon and adjoining parish councils
- All adjoining county and district councils
- Worcestershire County Council
- Libraries
- The Police and Crime Commissioner

- Adjoining Police and Crime Commissioner
- The Coal Authority
- Environment Agency
- English Heritage
- Marine Management
- Natural England
- Network Rail
- Highways England
- EE
- British Telecom
- Three
- Vodafone and O2
- Clinical Commissioning Group
- Severn Trent Water
- Electric and gas companies listed on our SWDP database
- Severn Waste Services Ltd
- Homes and Communities Agency

Other Specific Consultees

- Historic England
- National Grid
- Network Rail
- West Mercia Constabulary
- Worcestershire Local Enterprise Partnership
- Worcestershire Local Nature Partnership
- Worcestershire Regulatory Services

General Consultees

Organisations registered in the SWDP database including:

- Planning Agents
- Environment Agency
- Natural England
- Wychavon County and District Councillors
- Highways Agency
- Worcestershire County Council and adjoining County Councils
- Adjoining District Councils
- Local Chamber of Commerce
- Local Civic Societies
- Police and Architectural Liaison Officer
- Officers within Development Management, Regeneration Team, Conservation Officers and Enforcement Team.

Appendix B – General Consultation Letter

Ref: Consultation – Malvern Hills District and Wychavon District Draft Shop Front Design Guide Supplementary Planning Document

20 October 2016

Dear Sir or Madam

Notification of Consultation on the Wychavon District and Malvern Hills District Draft Shop Front Design Guide Supplementary Planning Documents (September 2016)

In order to make progress on the implementation of the policies within the recently adopted SWDP, the three South Worcestershire Councils (Malvern Hills District, Worcester City and Wychavon District) would welcome your comments on the following planning documents:

- *Malvern Hills District Draft Shop Front Design Guide Supplementary Planning Documents (SPD) (September 2016)*

The SPD was originally adopted in April 2011. The SPD is still considered very relevant, but the policy background has changed, and since its adoption, the Local Plan policies it refers to are superseded by the South Worcestershire Development Plan (SWDP) policies, and nationally, the National Planning Policy Framework. Thus, as it stands, the existing SPD carries very little, if any weight. As a result, we are consulting on a revised Shop Front Design Guide SPD for Malvern. The SPD has been amended to reflect the current policy position but the substantive design advice in the SPD remains.

- *Wychavon District Draft Shop Front Design Guide Supplementary Planning Documents (SPD) (September 2016)*

The Shop Front Design Guide was initially published in 1995. A new SPD has been produced to update the guidance to reflect our aspirations for shop front design and to reflect current planning policy and planning advice, with the aim of achieving attractive shopping streets that appeal to both locals and visitors.

The aim of the SPDs is to explain the vision for the design of shop fronts and signage, including the installation of signage, lighting and security measures to retail units, catering, financial and professional service businesses located within our historic shopping areas. The main towns of Malvern and Wychavon benefit from Conservation Area designations within their central shopping areas, which place greater restrictions upon unacceptable forms of development. For this reason, we consider that more detailed and comprehensive guidance should be available for these areas.

The above SPDs are formally being consulted upon for a six week period which will run from **Monday 24 October until Monday 5 December 2016**. The Draft Shop Front Design Guide SPD consultation is in line with Regulation 13 of The Town and Country Planning (Local Planning) (England) Regulations 2012.

How to Comment

Response forms can be submitted by email: contact@swdevelopmentplan.org, or by writing to The SWDP Team c/o Policy Plans Team, Housing and Planning Services, Wychavon District Council, Civic Centre, Queen Elizabeth Drive, Pershore, WR10 1PT.

Copies of the draft documents and response forms are available to view online via the following websites:

- South Worcestershire Development Plan www.swdevelopmentplan.org
- Malvern Hills District Council www.malvernhills.gov.uk
- Wychavon District Council www.wychavon.gov.uk

Hard copies of the *Malvern Hills Shop Front Design Guide SPD* and response forms can also be viewed at:

- Malvern Hills Customer Services Centres at Malvern, Tenbury Wells & Upton-upon-Severn; Libraries at Malvern, Tenbury Wells and Upton-upon-Severn

Hard copies of the *Wychavon District Shop Front Design Guide SPD* and response forms can be viewed at:

- Wychavon Community Contact Centres at Pershore, Evesham and Droitwich; Libraries at Evesham, Droitwich, Pershore and Broadway

If you no longer wish to remain on the SWDP database please let us know and we will remove your details.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Fred Davies', with a horizontal line underneath.

Fred Davies
Acting SWDP Project Manager

The Town and Country Planning (Local Planning) (England) Regulations 2012

(SPD)

Malvern Hills District Council and Wychavon District Council have separately published a Draft SPD for consultation in accordance with Regulations 12 and 13 of The Town and Country Planning (Local Planning) (England) Regulations 2012.

Subject Matter and Area Covered: The SPDs explain the details of the South Worcestershire Development Plan (SWDP) policies that relate the vision for the design of shop fronts and signage, including the installation of signage, lighting and security measures to retail units, catering, financial and professional service businesses located within our historic shopping areas. It is a guide intended to help developers, landowners, applicants for planning permission,

The SPD covers the administrative areas of Malvern Hills District Council and Wychavon District Council.

Period of Representations: The consultation period runs from Monday 24 October to Monday 5 December 2016. All representations must be received by 5pm on the closing date.

Where to Inspect the Document: The draft document is available to view on the:

- South Worcestershire Development Plan website at: www.swdevelopmentplan.org
- Malvern Hills District Council www.malvern hills.gov.uk
- Wychavon District Council www.wychavon.gov.uk

Printed copies of the Draft SPD can be viewed and consultation response forms can be collected at:

- Wychavon Community Contact Centres in Pershore, Evesham and Droitwich; Libraries at Evesham, Droitwich, Pershore and Broadway
- Malvern Hills Customer Services Centres at Malvern, Tenbury Wells & Upton-upon-Severn; Libraries at Malvern, Tenbury Wells and Upton-upon-Severn

How to make a Representation: Representations can be made in the following ways:

- **On-line:** By completing, and returning by email, an electronic response form available from www.swdevelopmentplan.org
- **By email:** contact@swdevelopmentplan.org
- **In writing:** To South Worcestershire Development Plan Team, Civic Centre, Queen Elizabeth Drive, Pershore, WR10 1PT

Please note that comments made on the document, together with your name, will be published by the Council.

Notification of Adoption: Any representations made may be accompanied by a request to be notified at a specified address of the adoption of the SPD.

