

Draft Shop Front Design Guide Supplementary Planning Document

Consultation Statement November 2015

Prepared under regulation 12(a) of the Town and Country Planning (Local Planning) (England) Regulations 2012.

A 'call for ideas' consultation for the Shop Front Design Guide Supplementary Planning Document (SPD) was undertaken during July and August 2015. This was undertaken alongside consultation on two draft Supplementary Planning Documents and a call for ideas on a further four Supplementary Planning Documents, and details were circulated to everyone on the Local Plan mailing list, published on the Council's web site, emailed to those on the Ipswich Direct email service and publicised through a press release and via social media. The Local Plan mailing list consists of specific and general consultation bodies, and private individuals who have expressed an interest in Local Plan matters.

The call for ideas invited comment on the scope and content of the document prior to preparation commencing. Three responses were received from Historic England, Natural England and a private individual. The comments are reproduced in the table below together with the officer's response indicating how the points raised have been addressed through the SPD, if appropriate.

Respondent	Summary of comment(s)	IBC Response
Historic England	Supports the production of the shopfront design SPD and particularly welcomes the inclusion of tailored guidance for shopfronts on Listed Buildings and within Conservation Areas. This tailored advice should be extended to include non-designated heritage assets, such as Locally Listed Buildings.	Locally Listed buildings will be covered by the guidance alongside designated heritage assets.
	Recommended general topics to cover would include Design Principles (including the historic development of shopfronts), Materials and Colour, Security, Lighting, Signage etc.	The guidance will cover the range of recommended general topics and will also refer to more specific areas such as shop security and the use of modern shopfront display technology.
	General topics of the guide	The SPD is site specific and will

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	<p>should be supported by tailored advice with regard to historic shopfronts, e.g. highlighting historic architecture, or shopfront by well-known local architects. It should also cover specific details such as the contribution new technology can make to the detailing of shopfronts and how the issue of security might be addressed.</p>	<p>include illustrated references to good and bad practice in Ipswich.</p>
<p>Natural England</p>	<p>The topic of the SPD does not relate to our remit to any significant extent, and therefore do not wish to comment.</p>	<p>Noted.</p>
<p>Private individual</p>	<p>The town centre is becoming more run down and devoid of shoppers, also more and more premises are closing. The discussion of the design of shopfronts would therefore seem, in the circumstances, somewhat irrelevant.</p>	<p>The guidance will encourage higher quality retail design, improving the retail environment and encouraging new investment.</p>