

Shop Front Design Guide Supplementary Planning Document

Consultation Statement March 2016

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

Call for Ideas consultation

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	<p>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.</p> <p>Recommended general topics to cover would include Design Principles (including the historic development of shopfronts), Materials and Colour, Security, Lighting, Signage etc.</p> <p>General topics of the guide should be supported by tailored advice with regard to historic shopfronts, e.g. highlighting historic</p>	<p>Locally Listed buildings will be covered by the guidance alongside designated heritage assets.</p> <p>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.</p> <p>The SPD is site specific and will include illustrated references to good and bad practice in Ipswich.</p>

Respondent	Summary of comment(s)	IBC Response
	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.	
Natural England	The topic of the SPD does not relate to our remit to any significant extent, and therefore do not wish to comment.	Noted.
Private individual	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.	The guidance will encourage higher quality retail design, improving the retail environment and encouraging new investment.

Consultation on the Draft Shop Front Design Guide SPD

Consultation on the draft Supplementary Planning Document (SPD) was held for five weeks between 19th November 2015 and 23rd December 2015.

The consultation documents were placed in each of the libraries in Ipswich, in the Customer Services Centre and at Ipswich Borough Council's offices at Grafton House. Individuals and organisations on the Planning Policy consultation database were notified directly, and in addition a press advert was placed in the Ipswich Star and the East Anglian Daily Times, a press release was published and posts were made on social media sites.

A total of 8 individuals and organisations responded. The comments received are summarised in the table below along with details of how the comments have been addressed in finalising the SPD.

Respondent	Comment¹	IBC Response
Suffolk County Council	<p>There should be a reference in the text to the Highways implications of illuminated advertisements, and a reference to guidance published by the Institute of Lighting Professionals.</p> <p>There should be reference in the 'Requirements for Access' section to good practice recommended by the Alzheimer's Society and the Governments Lifetime Neighbourhoods publications.</p>	<p>Reference to the lighting engineers' publication will be added to 'Further Reading' (Appendix B).</p> <p>References to the need to design for older people, and to introduce colour and contrast where appropriate, i.e. to identify doorsteps, has been included. The third point, about using shopfront design to support wayfinding, is more difficult; the designs are installed for commercial purposes and subject to change, making them suitable as streetscape landmarks, but not as wayfinders on which people may come to rely. This point will be omitted.</p>
Private individual	Shop window vinyls should be limited to no more than 33% (the lower 33%) of the window area.	Because internally fixed vinyls are outside the scope of advertising consent (though not listed building consent), it is difficult to stipulate limitations, for instance on window area coverage. However, IBC agree with the general point, and guidance has been added

¹ Please note that paragraph references in this column relate to the Draft Shop Front Design Guide SPD (November 2015)

Respondent	Comment ¹	IBC Response
		indicating partial window coverage is preferable (see next point).
Private individual	Shop window vinyls should be included in the guidance, and best practice encouraged which avoids poor quality 'convenience store' type displays	Reference to shop window vinyls has been included in the guidance. A section will be added, though the extent of control over the design is limited (only vinyls attached to the exterior of windows require advertising consent). As a related issue, a section has been added on empty shops as vinyls can be used to enhance these.
Historic England	The benefits of retaining historic shopfronts and investing in them should be made clearer.	A section referring to the 'Benefits of Design' has been added.
British Sign and Graphics Association	<p>Paragraph 3.21 should be modified to make clear that the guidance on colour choice applies especially in historic areas.</p> <p>Paragraph 3.24 should be modified to reflect the suitability of more modern 'slimline' and discrete illuminated lettering.</p> <p>Paragraph 3.25 should be amended so that the reference to the unsuitability of projecting signs in 'older' areas is omitted.</p> <p>Paragraph 3.25 should be amended so that the reference to the preferred position of hanging signs is omitted.</p>	<p>The suggested wording has been added.</p> <p>The wording has been amended to reflect the comment.</p> <p>Agree that the phrase 'older areas' is unsuitable, but the general design point about discouraging the addition of projecting signs to historic shopfronts is valid, and has been retained in the modified text.</p> <p>The limitation on the location of hanging signs is a useful tool in limiting streetscape clutter, and therefore no amendment has been made.</p>
Babergh and Mid-Suffolk District Councils	No comment.	Noted.

Respondent	Comment¹	IBC Response
Natural England	No comment.	Noted.
Anglian Water	No comment.	Noted.