

# Consultation Statement Shopfronts Design Guide Supplementary Planning Document (SPD)

## Introduction

Waverley Borough Council prepared a draft Shopfronts Design Guide SPD and carried out an associated consultation. This report outlines how the consultation was undertaken, who was involved and how responses were considered.

## Consultation Process

The formal consultation started on Friday 31 July 2015 for six weeks, ending on Friday 11 September 2015.

The methods to inform the public of the consultation included:

- Letter to all agents who have submitted a shopfront planning application since 2010
- Letter for key stakeholders including:
  - Town and Parish Councils
  - Surrey County Council Highway Agency
  - Statutory consultees (Historic England, Natural England and Environment Agency)
  - Local amenity societies
  - Local Chamber of Commerce and Trade
  - Relevant internal Waverley officers
  - Local Councillors

Please see Appendix A for a full list of consultees.

A hard copy of the draft Shopfronts SPD document was made available at Planning Reception, Council Offices, Godalming (Monday to Thursday 9am – 5pm and Friday 9am – 4pm) and a copy could be viewed online at:

<http://www.waverley.gov.uk/shopfrontspd>

Whilst the consultation was focussed, it did not preclude other interested parties from responding. In addition to the webpage on the Council website, a press release (Appendix B) was issued to inform the public of the consultation.

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

- Via the online Innovem (consultation) database accessed via the website (with no need to register)
- By email to the conservation inbox ([conservation@waverley.gov.uk](mailto:conservation@waverley.gov.uk))
- By letter

Two key questions were asked:

- Do you have any comments on the draft Shopfront Design Guide SPD? and
- Should the draft document cover any other issues?

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.

## Consultation Responses

14 responses were received in response to the draft document. The responses fell into one of four categories:

- 1) Key consultees
- 2) Parish/Town Councils & Societies
- 3) General comments

The comments are summarised below.

- 1) Key consultees

Consultee	Comment
Historic England	Is very supportive of the SPD and the intention to publish updated guidance but have no specific comments.
Natural England	The topic of the SPD does not relate to Natural England's remit to any significant extent. Therefore Natural England does not wish to comment.
Environment Agency	No response received.

- 2) Parish/Town Councils & Societies

Consultee	Comment	Response
Wonersh Parish Council	Welcomes the proposals. However, concern over security issues, whereby the guidelines should not prevent shop owners from taking adequate security precautions, especially for premises located in village or rural locations.	It is important to keep a balance between security and design. The SPD aims to do this by providing relevant guidance at section 5.3. Other options would be considered on a case by case basis.
Cranleigh Parish Council	Raises the following points: <ul style="list-style-type: none"> <li>• There should be diversity to shopfronts to avoid every shopfront looking exactly the same.</li> <li>• A limit should be set to one 'A' board per shop with the preference of not</li> </ul>	<ul style="list-style-type: none"> <li>• See section 4.1 of the guidance which states that a variety of styles can be used to add interest and individuality to the</li> </ul>

	<p>having 'A' boards on the high street, due to the trip hazards they can cause.</p> <ul style="list-style-type: none"> <li>• Signage on shopfronts should be non-illuminated.</li> <li>• There should be consideration for the amount of seating and shop stock that are placed outside of shops and pavement area and limits should be set for what is acceptable.</li> <li>• The committee felt that more consideration is needed in conservation and residential areas when planning permission is sought.</li> </ul>	<p>streetscene.</p> <ul style="list-style-type: none"> <li>• A limit of 1 per premises is set by Surrey County Council.</li> <li>• In certain circumstances it is necessary and reasonable to have illuminated signage and therefore it would be unreasonable to ban such signage</li> <li>• If it is on the unit's own land this cannot be controlled. If it is on highway land this is controlled by Surrey County Council</li> <li>• Other constraints should be always be a consideration. If in a conservation area it should be read in conjunction with the appropriate conservation area appraisal.</li> </ul>
Witley Parish Council	Strongly support the guidance.	
Godalming Town Council		
Godalming Trust	The draft appears to cover all relevant issues.	
Godalming & District Chamber of Commerce	The guide is in essence sensible and reasonable. Concern is raised over the implementation of the guidance. Would it be able to restrict the design of the shopfront of a major retailer?	The guidance applies to all retailers.
Haslemere Society	<ul style="list-style-type: none"> <li>• Generally this would assist designers and divert scenarios such as overzealous paint colours.</li> <li>• More detail on shop and street lighting that can invade the streetscene could be included.</li> <li>• Guidance on luminosity and optimal size of signs would help in designing.</li> </ul>	<ul style="list-style-type: none"> <li>• There are no restrictions on internal lighting. The majority of external illuminated signs require advertisement consent. Street lighting is in the process of being</li> </ul>

		<p>updated across Surrey through the Street Lighting PFI scheme and is not covered by this guidance.</p> <ul style="list-style-type: none"> <li>• Would not want to put in specific sizes as it would be too restrictive for some shops and too liberal for others it should be a case by case basis, see section 5.7.</li> </ul>
Farnham Conservation Area Management Plan (FCAMP)	<ul style="list-style-type: none"> <li>• The group welcomes this update but would like to see much stricter controls within and adjacent to Conservation Areas.</li> <li>• Recommends an Article 4 direction to remove permitted development rights to repaint shopfronts within Conservation Areas.</li> </ul>	<ul style="list-style-type: none"> <li>• The document is only guidance and cannot create policy. Where the shop is within a Conservation Area it should be read in conjunction with the appropriate Conservation Area Appraisal.</li> <li>• This is a separate matter for which the impact of implementation would need further consideration.</li> </ul>
Mole Valley District Council	<ul style="list-style-type: none"> <li>• The emphasis is very much on the traditional approach to shopfront design, perhaps reflecting the predominance of traditional buildings in the borough, but it might have been helpful to recognise that there is a place for modern design.</li> <li>• Advice on what requires consent is quite basic, but it might be difficult to go into more detail without taking up a great deal more space.</li> </ul>	<ul style="list-style-type: none"> <li>• The emphasis reflects design around the borough, however a paragraph has been added in section 1.2 to ensure innovative design is not stifled.</li> <li>• The intention is not to repeat requirements set out elsewhere which could change and render the SPD obsolete.</li> </ul>
Farnham Town Council	<p>Response was received after the consultation period had closed. However the Council's comments were:</p> <ul style="list-style-type: none"> <li>• Supports the emphasis and restrictions on inappropriate signage and supports the use of externally illuminated signs.</li> <li>• Would support the use of hanging</li> </ul>	

	<p>signs on shopfronts rather than the use of 'A' boards to ensure minimal street clutter and the safety of pedestrians using narrow pathways.</p> <ul style="list-style-type: none"> <li>• Endorses the recommendation for an Article 4 direction.</li> </ul>	<ul style="list-style-type: none"> <li>• See FCAMP response above</li> </ul>
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### 3) General comments

The other comments and letters received in relation to the Shopfront Guidance were largely supportive. However, the following suggestions and observations were made:

No mention of A-boards, these are quite numerous despite being prohibited.	See section 5.7.4 in the guidelines which deals specifically with A boards. It also links to recent Surrey County Council (SCC) advice on the matter, which states that only one A-board per premises is permitted on the public highway (carriageway, footway and grass verges which are maintained by SCC).
Consider including roller shutters and grilles. The Police's Secured by Design Commercial 2015 Design Guide states: 52.1 grilles and shutters can provide additional protection to both internal and external doors and windows. The minimum standard for such products, when required, is certification to LPS 1175: Issue 7 Security Rating 1 or STS 202: Issue 3, Burglary Rating 1.	It is important keep a balance between security and design. The security of shops is very important and section 5.3 sets out relevant guidance. However if a shopkeeper wanted to consider an alternative approach they would be welcome to discuss this via the pre-application process through the Council's Planning Service.
<p>One individual has provided several observations including:</p> <ul style="list-style-type: none"> <li>• Errors or clarifications required within the document</li> <li>• The addition of information such as DDA requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• The document has been reviewed and amended where appropriate.</li> <li>• The document is not intended to repeat information that is provided elsewhere. However, an paragraph has been added in relation to the requirements of the Equality Act which replaced the DDA (Disability Discrimination Act) in 2010.</li> </ul>

### Next Steps

The consultation has informed the necessary amendments to the document before being submitted through the committee process (Executive and Full Council) for adoption as a

material consideration in planning applications and to inform future environmental enhancement works.

## Appendix A – Consultees

- Agents who have submitted a shopfront planning application since 2010
- Historic England
- Environment Agency
- Natural England
- Waverley Councillors
- Parish and Town Councils within Waverley
- Surrey County Council
  - Highways
- Godalming Trust
- The Farnham Society
- The Haslemere Society
- The Cranleigh Society
- Chamber of Commerce (Farnham, Godalming, Haslemere, Cranleigh and Surrey)
- Federation of Small Businesses
- Adjacent Authorities
  - Guildford Borough Council
  - Rushmoor Borough Council
  - Mole Valley District Council
  - Horsham District Council
  - Chichester District Council
  - East Hampshire District Council
  - Hart District Council
- Police and Architectural Liaison Officer
- Relevant internal officers to Waverley Borough Council

## Appendix B – Press Release

# Shopfronts Design Guide consultation

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Published Tuesday, 11 August 2015

### **Waverley Borough Council is seeking your views on the draft Shopfront Design Guide SPD.**

The document promotes good design to retailers and developers who want to alter or install shopfronts and shop signage.

Waverley is proud of the borough's heritage and is keen to retain the look and character of traditional shopfronts.

The draft Shopfront Design Guide SPD, which will be used when determining planning permission, will replace the existing document that was published in the early 1980s. It will provide best practice examples of doorways, materials, colours, hanging signs and windows.

Councillor Brian Adams, Portfolio Holder for Planning, said: "The consultation is not just aimed at developers, retailers and business owners. Waverley would like to hear from anyone who has some responsibility for the borough's town and village centres.

"The need for this document was highlighted through the Conservation Area Appraisal consultations. We listened to residents who wanted to see the guidance updated and we'd like to get as many views as possible, to ensure the shopping street scene's aesthetics are preserved and Waverley's charm is retained for future generations.

"One of the reasons why people visit our town centres is because of their distinct character and the attractive appearance of our shop fronts is a significant part of that that character."

The draft Shopfront Design Guide SPD is open for comment until Friday 11 September 2015.

It can be viewed online by visiting [www.waverley.gov.uk/shopfrontspd](http://www.waverley.gov.uk/shopfrontspd).

A printed version of the document is available at the planning reception of Waverley Borough Council, The Burys Godalming, GU7 1HR.

Responses can be sent by email to [conservation@waverley.gov.uk](mailto:conservation@waverley.gov.uk), by filling out an online survey or by post for the attention of Sarah Wells.