

PLANNING AND ENVIRONMENTAL PROTECTION COMMITTEE	AGENDA ITEM No 6
22 OCTOBER 2013	PUBLIC REPORT

Cabinet Member(s) responsible:	Councillor Cereste - Leader of the Council and Cabinet Member for Growth, Strategic Planning, Housing, Economic Development and Business Engagement	
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**PETERBOROUGH SHOP FRONT DESIGN GUIDANCE
SUPPLEMENTARY PLANNING DOCUMENT**

RECOMMENDATIONS	
FROM : Paul Phillipson Executive Director of Operations	Deadline date : N.A.
That Committee offers any comments on the draft final version of the Peterborough Shop Front Design Guidance Supplementary Planning Document before it is presented to the Leader of the Council and Cabinet Member for Growth, Strategic Planning, Housing, Economic Development and Business Engagement for approval by Cabinet Member Decision Notice.	

1. ORIGIN OF REPORT

1.1 This report is submitted to Committee following public consultation on a draft version of the Shop Front Design Guidance Supplementary Planning Document (SPD).

2. PURPOSE AND REASON FOR REPORT

2.1 The purpose of this report is to enable the Committee to comment on the draft final version of the Shop Front Design Guidance SPD before it is presented to the relevant portfolio holder (the Leader of the Council and Cabinet Member for Growth, Strategic Planning, Housing, Economic Development and Business Engagement) for approval by Cabinet Member Decision Notice. The Leader will be asked to take into account any comments from the Committee.

2.2 The Shop Front Design Guidance SPD is attached at Appendix 1.

2.3 This report is for Committee to consider under its Terms of Reference No. 2.5.1.5 'To be consulted by, and comment on, the Executive's draft proposals for Local Development Documents within the Local Development Framework at each formal stage in preparation'.

3. TIMESCALE

Is this a Major Policy Item/Statutory Plan?	NO	If Yes, date for relevant Cabinet Meeting	N/A
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4. PETERBOROUGH SHOP FRONT DESIGN GUIDANCE SPD

- 4.1 Policy PP11 of the adopted Peterborough Planning Policies Development Plan Document sets out criteria under which permission will be granted for shop fronts, signage, external security shutters and canopies. Whilst this establishes the policy criteria, it does not provide any guidance on the types of design solutions that would be most likely to meet the criteria.
- 4.2 Officers therefore identified the need for design guidance to supplement this policy. The wellbeing and attractiveness of our retail areas is interlinked. An attractive shopping street is good for all. The intention behind the guidance is to improve the standard of shop front design and advertisements throughout the district. The guidance is an update of the Council's existing shop front design guide which was prepared in 1992 and has served its purpose. The guidance sets out details of acceptable design standards and uses text, illustrations and photographs to present good practice. A glossary explains technical terms and further reading and contacts are included.
- 4.3 The guidance is comprehensive in content but small enough so that it is accessible and easily downloadable from the council website.
- 4.4 The guidance has been prepared as a statutory Supplementary Planning Document and, as such, can be used in reaching decisions on planning applications in conjunction with policy PP11.
- 4.5 It has been subject to public consultation, and changes have been made as a result (see section 5 below). The version that is now attached at Appendix 1 represents the final version that will be presented for approval by Cabinet member Decision Notice, subject to any views from this Committee.

5. CONSULTATION

- 5.1 The Guidance was published as a full Consultation Draft SPD in July and was subject to a period of six weeks consultation between 19 July and 30 August 2013, in accordance with regulations 12 and 13 of the Town and Country Planning (Local Planning) (England) Regulations 2012. Specific consultation bodies and other consultees with property interests where the guide would be applicable were notified directly. Details of the Consultation Draft document and the opportunity to make comments were publicised on the council's website. Copies of the document and a notice of the consultation arrangements were made available at the Customer Service Centre in Bayard Place and at the Central Library. Copies of the document were made available to anybody on request.
- 5.2 We received 8 comments and these can be summarised as follows:
- **Planning agent:** PCC has lost control of existing shop fronts e.g. Millfield area, graffiti type posters etc.
 - **Cambridge Constabulary:** Supported, with the suggested revision to text at para. 10.1 to advise that an application to install shutters is expected to be evidenced by the crime history or future crime risk of the property. Advised that if adopted each application (for planning permission) will be fully considered by Cambridgeshire Constabulary, providing guidance in relation to (the building's) vulnerability to crime and aesthetics, commensurate to its context and crime risk.
 - **English Heritage:** The content covers all the common failings. Illustration at the end of Section 5 shows a shop front that straddles two older properties. A third illustration could be included showing that it was acceptable to have a shop front the full width of each unit and abutting on the line of the party wall.
 - **Architect:** An excellent document. A suggestion to show internal roller shutters as well as, or instead of external roller shutters. Perhaps a higher spec of security glass could also be proposed to retailers who are worried about security.

- **Resident:** An informative document. Encouraging that the City Council are taking seriously the issue of shop frontage. Congratulate you on the work that has taken place in Cowgate and also in Cathedral Square, but do not neglect Broadway or Long Causeway. Millfield/Lincoln Rd is a visual issue with poor signage attached to what are Victorian houses. I assume this document will be City wide and not just limited to the City Centre?
- **Resident:** The guide requires designs to retain recessed entrance doors but, quite rightly, you discourage the use of shutters, especially in conservation areas. The problem with recessed doorways is anti-social activity. Understood that it is DCLG guidance that recessed doors are discouraged for this reason. Preference is that the doors are not recessed and unsightly shutters not required.
- **Councillor:** Include a clause requiring the new shop front to reflect the age of the (building) and matching materials.
- **Peterborough Civic Society:** Comprehensive, lengthy document which covers a lot of ground well covered in similar guides. Much local content which justifies its publication. However, the policies are highly detailed and comprehensive but too backward looking and will not encourage innovative modern design which may be appropriate in some parts of the district. This manifests itself in two ways. There is such frequent reference to Conservation Areas and historic assets that it implies that the advice does not apply to other areas. Conversely, are all areas really expected to adopt all the same standards? Secondly, it is lacking in good examples of shop fronts where the upper part of the building is not of a traditional multi-bay type. We strongly urge that these omissions are addressed. Specific comments made on text, illustrations, photographs, and key policy criteria.

5.3 In the light of these comments, certain changes (“modifications”) have been made to the Consultation Draft version. Attached at Appendix 2 is a summary of the comments received and the changes that have been made as a result as well as other changes to improve the guidance. The final draft SPD includes all of these changes.

6. ANTICIPATED OUTCOMES

6.1 It is anticipated that Committee will offer comments on the final draft document. These will be presented to the Leader who will be recommended to approve adoption of the SPD by Cabinet Member Decision Notice, having taken the comments into account.

7. REASONS FOR RECOMMENDATIONS

7.1 Committee is recommended to make its comments known to assist the Leader in reaching his decision.

8. ALTERNATIVE OPTIONS CONSIDERED

8.1 The alternative option is to not produce this SPD. This was rejected because there is a clear need to provide guidance on the subject of shop fronts, signage, external security shutters and canopies to supplement policy PP11 of the Planning Policies DPD, contributing to the overall ambition of “growing the right way for a bigger and better Peterborough”.

9. IMPLICATIONS

9.1 **Legal Implications** - The Council must follow the procedures set out in the Town and Country Planning (Local Planning) (England) Regulations 2012 in preparing the SPD.

9.2 **Financial Implications** - There are no financial implications which would flow from the approval of the SPD other than the costs associated with publishing it, which can be met from existing budgets.

10. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985)

- Formal representations submitted in response to the Draft Consultation version of the SPD.