

The Rushmoor Plan: Shop Front Design Supplementary Planning Document (SPD)

Consultation Statement

Regulation 12 Town and Country Planning (Local Development) (England) Regulations 2012

Persons consulted when preparing the supplementary planning document

The Shop Front Design SPD was subject to public consultation for a period of 6 weeks between 20th October 2014 and 1st December 2014. Copies of the draft document and supporting information (namely a Strategic Environmental Assessment Determination and the Statement of Matters and Availability (see Appendix 1)) were made available to view at the following locations during opening hours:

- Rushmoor Borough Council Offices
- Aldershot Library (see letter to Librarian in Appendix 2)
- Farnborough Library (see letter to Librarian in Appendix 2)

The SPD and supporting information was also made available to view online at www.rushmoor.gov.uk/spds (see Appendix 3 and Appendix 4).

Representations were invited via post or via email.

Consultation letters and emails

The Council notified all registered members on the Rushmoor Local Plan consultation database. The database covers a wide range of stakeholders including local residents, businesses, statutory bodies such as English Heritage and civic groups such as the Farnborough Society and Aldershot Society. In total, there are approximately 900 contacts on the database. The majority of members were contacted via email (see Appendix 5) and those without an email address were contacted via post (see Appendix 6).

Documents available on the Council's website

Copies of the draft SPD and the Strategic Environmental Assessment Determination were made available to view/download on the Council's website at www.rushmoor.gov.uk/spds and www.rushmoor.gov.uk/article/7771/Draft-shop-front-design-guide-supplementary-planning-document-SPD.

Press Release

A press release was published by Rushmoor Borough Council on the 17th September 2014 (see Appendix 7) following approval from Cabinet to undertake public consultation. The press release was circulated to the following local newspapers:

- Aldershot News and Mail
- Farnham Herald
- Basingstoke Gazette
- Hampshire Chronicle
- Surrey Advertiser
- Hampshire Independent
- Surrey and Hampshire News

Summary of the main issues raised by those persons

The Council received a total of 7 responses to the consultation. These comments are presented in full within Appendix 8. The key issues raised were:

- Concerns over who is qualified to determine what is a 'good quality traditional shop front';
- Concerns that a precedent has already been set for poor shop fronts and it may not be possible to rectify this;
- Inconsistency between Figure 3 and the written text of the document regarding hanging signs;
- The section on listed buildings/heritage assets could be strengthened;
- Concerns that some of the design principles proposed were inappropriate and unachievable.

How those issues have been addressed in the supplementary planning document

The Officer comments relating to these concerns and how they have been addressed in the final version of the SPD can be found in Appendix 8.

Appendix 1 Statement of SPD Matters and Availability

The Rushmoor Plan: Draft Shop Front Design Supplementary Planning Document (SPD)

Statement of SPD Matters and Availability

Regulation 12 Town and Country Planning (Local Development) (England) Regulations 2012

Title: Draft Shop Front Design Supplementary Planning Document

Area Covered: Rushmoor Borough

Subject Matter: The purpose of this SPD is to provide design guidance on the alteration or installation of shop fronts and shop signage in order to maintain or raise the design quality of these features of the townscape.

Representation Period: 20 October 2014 – 1 December 2014

Copies of the draft documents and the supporting information are available to view at:

- Rushmoor Borough Council Offices between 8:30am and 5pm Monday to Thursday, and between 8:30am and 4:30pm Friday
- Aldershot Library, 109 High Street, Aldershot, Hampshire GU11 1DQ at the following times:
 - Monday 9.30am - 7pm
 - Tuesday 9.30am - 5pm
 - Wednesday 9.30am - 5pm
 - Thursday 9.30am - 7pm
 - Friday 9.30am - 5pm
 - Saturday 9.30am - 4pm
 - Sunday 10am - 2pm
- Farnborough Library, Pinehurst, Farnborough, GU14 7JZ at the following times:
 - Monday 9.30am - 7pm
 - Tuesday 9.30am - 6pm
 - Wednesday 9.30am - 6pm
 - Thursday 9.30am - 6pm
 - Friday 9.30am - 7pm
 - Saturday 9.30am - 5pm
- Online at www.rushmoor.gov.uk/spds

Representations to be sent to:
Planning Policy Team, Rushmoor Borough Council, Council Offices, Farnborough Road,
Farnborough, Hants GU14 7JU

Or by email to plan@rushmoor.gov.uk

Adoption Notification: If you wish to be notified of the adoption of this SPD, please request this as part of your submissions.

Appendix 2 Letter to Librarian

RUSHMOOR
BOROUGH COUNCIL



Council Offices, Farnborough Road,
Farnborough, Hants. GU14 7JU
Tel: (0) 252 398 393

Website: www.rushmoor.gov.uk

Your reference

Contact: Nick Irvine

Our reference

Telephone: 01252 398739

Email: plan@rushmoor.gov.uk

Date: 16 October 2014

Dear Librarian,

Draft Shop Front Design Guide Supplementary Planning Document (SPD) consultation

In October 2011, Rushmoor Borough Council adopted a key planning document known as the Core Strategy. This sets out a number of overarching planning policies that will guide future development in the Borough up to 2027. To help to implement some of these planning policies, the Council has produced further guidance for consultation on shop front design as set out below.

Shop Front Design Guide SPD

The Shop Front Design Guide SPD provides design guidance on the alteration or installation of shop fronts and shop signage in order to maintain or raise the design quality of these features of the townscape. It applies to all buildings in Use Classes A1 (shops), A2 (financial and professional services), A3 (restaurants and cafes), A4 (drinking establishments) and A5 (hot food take-aways).

The guidance will be used by Rushmoor Borough Council in assessing planning applications for shop fronts and shop signage and the Council will promote its use as a guide for shop owners, architects and planning agents.

As part of the consultation process, the Council is required to put the document on public display. Accordingly, please find enclosed two copies of the consultation document for viewing purposes only. The consultation period runs until the 1st December 2014.

Yours faithfully,

Nick Irvine
Senior Planning Officer
Planning Policy and Conservation

Chief Executive Andrew Lloyd • Director of Resources Ian Harrison • Director of Community & Environment David Quirk

Email: customerservices@rushmoor.gov.uk

DX122250 FARNBOROUGH 2

Appendix 3 Supplementary Planning Document webpage

The screenshot shows a web browser window displaying the Rushmoor Borough Council website. The browser's address bar shows the URL <http://www.rushmoor.gov.uk/spds>. The website header features the council's logo and a search bar. A navigation menu includes links for Home, Your Council, Environment, Planning, Housing and Benefits, Community and Leisure, Business and Licensing, Travel and Parking, Health and Support, Education, and About Rushmoor. The main content area is titled "Supplementary planning documents, development briefs and other advice notes" and includes a sidebar with a list of documents, a main text area with introductory paragraphs, and a right-hand sidebar with contact information and social media links.

[Home](#) > [Planning](#) > [Planning policies](#) > Supplementary planning documents, development briefs and other advice notes

You are in Planning

Planning policies

- [Rushmoor Core Strategy](#)
- Supplementary planning documents, development briefs and other advice notes**
- [Aldershot town centre - supplementary planning document](#)
- [Aldershot Urban Extension - supplementary planning document](#)
- [Buildings of local importance supplementary planning document](#)
- [Car and cycle parking standards - supplementary planning document](#)
- [Draft shop front design guide supplementary planning document \(SPD\)](#)
- [Farnborough town centre - supplementary planning document](#)
- [Financial contributions for open space](#)
- [Housing density and design - supplementary planning document](#)
- [Planning Obligations and Community Infrastructure Levy \(CIL\) supplementary planning document](#)
- [Sustainable design and construction - supplementary planning document](#)

Supplementary planning documents, development briefs and other advice notes

Find out more about our supplementary planning documents and development briefs.

Supplementary planning documents (SPDs) provide policy guidance to supplement the policies and proposals in the Development Plan.

Development briefs provide information about the constraints and opportunities presented by a particular site.

Consultations

- [Draft shop front design guide - supplementary planning document](#)

Supplementary planning documents

- [Aldershot town centre - supplementary planning document](#)
- [Aldershot Urban Extension - supplementary planning document](#)
- [Buildings of local importance supplementary planning document](#)
- [Car and cycle parking standards - supplementary planning document](#)
- [Draft shop front design guide supplementary planning document \(SPD\)](#)
- [Farnborough town centre - supplementary planning document](#)
- [Housing density and design - supplementary planning document](#)
- [Planning obligations and Community Infrastructure Levy \(CIL\) - supplementary planning document](#)
- [Sustainable design and construction - supplementary planning document](#)
- [Telecommunications - supplementary planning document](#)
- [Transport contributions - supplementary planning document](#)

Development briefs

Contacts

Planning policy
plan@rushmoor.gov.uk
Tel: 01252 398789
[View full details](#)

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Appendix 4 Draft Shop Front Design Guide SPD consultation webpage

RUSHMOOR BOROUGH COUNCIL A A A | Languages | Help using this site | Contact us

Do it online A-Z Enter a keyword Search

Home Your Council Environment **Planning** Housing and Benefits Community and Leisure Business and Licensing Travel and Parking Health and Support Education About Rushmoor

Home > Planning > Planning policies > Supplementary planning documents, development briefs and other advice notes > Draft shop front design guide supplementary planning document (SPD)

Draft shop front design guide supplementary planning document (SPD)

We are consulting on further guidance on shop front design across Rushmoor.

The guidance will help us to implement some of the planning policies set out in our Core Strategy, which we adopted in October 2011. These policies will guide development in Aldershot and Farnborough up to 2027.

Shop front design guide supplementary planning document (SPD)

The shop front design guide SPD provides design guidance on altering or installing shop fronts and shop signage in order to maintain or raise the design quality of these features of the townscape.

It applies to all buildings in Use Classes A1 (shops), A2 (financial and professional services), A3 (restaurants and cafes), A4 (drinking establishments) and A5 (hot food takeaways).

Your views on the draft shop front design guide SPD

We are consulting on the [Draft shop front design guide SPD \[1Mb\]](#). You can email or send your comments to our Planning Policy and Conservation team using the contact details on this page.

We need to receive your comments by 5pm on Monday 1 December.

Strategic environmental assessment

The council, in consultation with the Environment Agency, English Heritage and Natural England, decided that under Regulation 9 of the Environmental Assessment of Plans and Programmes Regulations 2004, a strategic environmental assessment (SEA) was not needed for the shop front design guide SPD. It was also agreed that a habitats regulations assessment (HRA) was not required.

For details, see the [Strategic environmental assessment/habitats regulation assessment screening determination \[375kb\]](#) document.

You are in Planning

Planning policies

- Rushmoor Core Strategy
- Supplementary planning documents, development briefs and other advice notes**
 - Aldershot town centre - supplementary planning document
 - Aldershot Urban Extension - supplementary planning document
 - Buildings of local importance supplementary planning document
 - Car and cycle parking standards - supplementary planning document
 - Draft shop front design guide supplementary planning document (SPD)
 - Housing density and design - supplementary planning document
 - Planning Obligations and Community Infrastructure Levy (CIL) supplementary planning document
 - Sustainable design and construction - supplementary planning document
 - Telecommunications - supplementary planning document
 - Transport contributions - supplementary planning document
- Rushmoor Local Plan Review (1996 - 2011)
- South East Plan
- Hampshire County Council minerals and waste policies
- National planning policy
- Farnborough Airport Area Action Plan

Related documents

- [Draft shop front design guide supplementary planning document \(SPD\) \[1Mb\]](#)
- [Strategic environmental assessment/habitats regulations assessment screening determination \[375kb\]](#)

Related links

- [Supplementary planning documents, development briefs and other advice notes](#)

Contacts

Planning policy
plan@rushmoor.gov.uk
Tel: 01252 398789

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- Reddit
- Tumblr
- Delicious

17:11 17/12/2014

Appendix 5 Email to consultees

Reply Reply To All Forward Send To Me View Images Print

Email

From: Samuel Rimington
To: Nick Irvine
Subject: Draft Shop Front Design Guide SPD Consultation
Sent: 16/10/2014 15:09:20

Attachments may contain viruses that are harmful to your computer. Attachments may not display correctly.

image003.jpg (6Kb) Reg 12 Statement of Matters and availability.pdf (105Kb) image004.png (0Kb)

Message

Dear Sir/Madam,

**Draft Shop Front Design Guide
Supplementary Planning Document (SPD) consultation**

In October 2011, Rushmoor Borough Council adopted a key planning document known as the Core Strategy. This sets out a number of overarching planning policies that will guide future development in the Borough up to 2027. To help to implement some of these planning policies, the Council has produced further guidance for consultation on shop front design as set out below.


[Shop Front Design Guide SPD](#)

The Shop Front Design Guide SPD provides design guidance on the alteration or installation of shop fronts and shop signage in order to maintain or raise the design quality of these features of the townscape. It applies to all buildings in Use Classes A1 (shops), A2 (financial and professional services), A3 (restaurants and cafes), A4 (drinking establishments) and A5 (hot food take-aways).

The guidance will be used by Rushmoor Borough Council in assessing planning applications for shop fronts and shop signage and the Council will promote its use as a guide for shop owners, architects and planning agents.

Details on where the SPD can be viewed and how to respond can be found in the attached 'Statement of SPD matters' document. Comments should be received by 5pm on **1 December 2014**.

Yours faithfully,



Nick Irvine
Senior Planning Officer
Planning Policy and Conservation

Nicholas Irvine (BA Hons, MA Planning, MA Urban Design) MRTPI
Senior Planning Officer
Planning Policy and Conservation
Rushmoor Borough Council
Council Offices

Appendix 6 Letter to consultees

RUSHMOOR
BOROUGH COUNCIL



Council Offices, Farnborough Road,
Farnborough, Hants. GU14 7JU
Tel: (0) 252 398 393

Website: www.rushmoor.gov.uk

Your reference

Contact: Nick Irvine

Our reference

Telephone: 01252 398739

Email: plan@rushmoor.gov.uk

Date: 09 October 2014

Dear Sir/Madam,

Draft Shop Front Design Guide Supplementary Planning Document (SPD) consultation

In October 2011, Rushmoor Borough Council adopted a key planning document known as the Core Strategy. This sets out a number of overarching planning policies that will guide future development in the Borough up to 2027. To help to implement some of these planning policies, the Council has produced further guidance for consultation on shop front design as set out below.

Shop Front Design Guide SPD

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The guidance will be used by Rushmoor Borough Council in assessing planning applications for shop fronts and shop signage and the Council will promote its use as a guide for shop owners, architects and planning agents.

Details on where the SPD can be viewed can be found in the attached 'Statement of SPD matters' document. Please send any comments that you may have to Nick Irvine at the address at the top of this letter or email them to plan@rushmoor.gov.uk. Comments should be received by 5pm on 1 December 2014.

Yours faithfully

Nick Irvine
Senior Planning Officer
Planning Policy and Conservation

Chief Executive Andrew Lloyd • Director of Resources Ian Harrison • Director of Community & Environment David Quirk

Email: customerservices@rushmoor.gov.uk

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Appendix 7 Press Release by Rushmoor Borough Council

The screenshot shows the Rushmoor Borough Council website. The browser address bar displays the URL: <http://www.rushmoor.gov.uk/article/7688/Council-to-introduce-design-guide-for-shop-fronts>. The website header includes the council logo, navigation links (Home, Your Council, Environment, Planning, etc.), and a search bar. The main content area features a news sidebar on the left with a 'You are in News' section highlighting the current article. The article title is 'Council to introduce design guide for shop fronts', dated 17 Sep 2014. The sub-headline reads: 'Members of Rushmoor Borough Council's Cabinet have approved plans for a new shop front design guide.' The article text describes a six-week consultation process starting in October, aimed at improving the look and feel of the town centre. It lists 11 principles for the design guide, such as retaining traditional shop fronts and ensuring modern designs are of high quality. A feedback form asks 'Did you find what you were looking for?' with 'Yes' and 'No' radio buttons and a 'Submit' button. Below the article is an 'A - Z of Council Services' navigation bar. The footer contains 'Popular Links', 'Other websites', and 'Quick Links for:' sections.

Home | News | **September 2014** | Council to introduce design guide for shop fronts

Media release - issued 17 Sep 2014

Council to introduce design guide for shop fronts

Members of Rushmoor Borough Council's Cabinet have approved plans for a new shop front design guide.

A six-week consultation process will begin in October, giving members of the public and stakeholders the opportunity to have their say on the proposals.

Once formally approved, the document will be adopted as a Supplementary Planning Document in support of the Council's Local Plan and will be used to consider planning applications for shop fronts and shop signage across Aldershot and Farnborough.

It will apply to all buildings used as shops, restaurants, cafes, take-aways, pubs and professional services.

The guide includes a set of principles of good shop front design, which include:

- Retaining good quality traditional shop fronts where possible
- Ensuring that new shop fronts reflect the character of the building
- Only considering modern shop fronts if they are of exceptional or innovative designs and make use of high quality materials
- Maintaining visual divisions between buildings
- Encouraging the use of timber fascias on historic buildings and restricting the use of illuminated fascias
- Encouraging the use of hanging signs with traditional metal brackets
- Discouraging the use of external roller shutters and encouraging alternatives such as security glass and internal security grilles
- Strict rules for shop units within conservation areas, listed buildings or buildings of local importance

The plans are also an important part of the Council's regeneration plans for Aldershot town centre with £4.5 million pounds of work to improve the look and feel of the town set to start in the spring. The design guide will also allow the Council to launch a shop front improvement grants scheme for Aldershot as part of the project.

Councillor Roland Dibbs, Cabinet Member for the Environment at Rushmoor Borough Council said: "The guide will provide important guidance to shop owners, architects and planning agents so that we can maintain and raise the design quality of the shop fronts in our town centres, improve the shopping environment and help to protect traditional features."

Councillor Dibbs added: "Shop fronts are an important part of the street scene, so we want them to be attractive and welcoming. Aldershot in particular has a many Victorian buildings with traditional features which are all part of the town's character and it is important that these are enhanced and protected for the future."

Did you find what you were looking for?

Yes

No

Submit ▶

A - Z of Council Services

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Popular Links

- Rushmoor Home Finder
- Job opportunities
- Crematorium
- Household waste recycling centres
- Council tax

Other websites

- Rushmoor on Facebook
- GOV.UK
- Rushmoor on Twitter
- Rushmoor Schools Plus

Quick Links for:

- Older people
- Volunteers
- Parents
- Young people

Appendix 8 Shop Front Design Guide Supplementary Planning Document – Consultation Responses and Officer Comments

| Respondent | Response | Officer Comment |
|--------------------------------|---|---|
| Natural England | <p>Natural England agrees with the conclusion that the SPD will not have a significant adverse effect on any Natura 2000 sites and that a full appropriate assessment is therefore not required. We also note that the SPD will support the delivery of Core Strategy policies which have been subject to a full Assessment, including any in-combination effects with other plans.</p> | <p>Comments noted. No suggested change.</p> |
| The Farnborough Society | <p>There are several apostrophe errors in the draft:</p> <p>Contents: Should be Dos and Don'ts, not Do's and Don'ts Page 3: 2.1. the plural of SPD is SPDs, not SPD's Page 7. 4.8. 1950's should read 1950s Page 9: Heading should read Dos and Don'ts, not Do's and Don'ts</p> <p>I trust these will be corrected in the final draft.</p> <p>The Farnborough Society generally welcomes this initiative to improve the local street scene. However, we would like to register some concerns as itemised below:</p> <p>DP1: Who exactly will determine what constitutes a 'good quality traditional shop front'?</p> <p>In what way will that individual be qualified to make that determination? The public would need confidence the person or people charged with making these decisions is appropriately</p> | <p>Comments noted. The apostrophe errors have been addressed in the final version of the document.</p> <p>DP1 – Applications will be determined by an assigned Case Officer within the Development Management team against the principles set out in the SPD. Where an application falls within a designated conservation area or relates to a listed/locally listed building, the Council's Historic Buildings Officer will be consulted on the proposals.</p> |

| Respondent | Response | Officer Comment |
|------------|---|--|
| | <p>qualified.</p> <p>DP2: Again, the public would need to feel confident that decisions are being taken by appropriately qualified individuals, or RBC could risk challenge.</p> <p>DP3: This is even more problematic, given that taste is entirely subjective. It would therefore be vital that the public recognise the expertise of the individual making the determination. Modern design tends to excite a good deal of opposition and RBC need to be prepared to counter that.</p> <p>DP4: No objection</p> <p>DP5: We support this in principle, though we question whether mistakes in scale of the past can be rectified. Or will a precedent be deemed to have been set? Unless clarified, this might be open to challenge.</p> <p>DP6: No objection</p> <p>DP7: This might be problematic, given that damage can be caused by sunlight. However, we support the principle generally.</p> <p>DP8: No objection</p> | <p>DP2 – see above.</p> <p>DP3 – The Council recognises that historic shop fronts will not be appropriate in all circumstances. Contemporary buildings will support contemporary shop fronts. It is recommended to amend Design Principle 3 to reflect that the onus of the text is on the introduction of modern designs within a historic building/conservation area.</p> <p>DP4 – Comments noted. No suggested change.</p> <p>DP5 – This principle outlines what is considered by the Council to be appropriate/acceptable in design terms for the introduction of new fascia boards from this point forward. It addresses a gap in local policy that has resulted in incongruous fascia boards that are evident in parts of the Borough.</p> <p>DP6 – Comments noted. No suggested change.</p> <p>DP7 – Comments noted. No suggested change.</p> <p>DP8 – Comments noted. No suggested change.</p> |

| Respondent | Response | Officer Comment |
|---------------------------|--|--|
| | <p>DP9: The question of taste also arises here. Who will be the arbiter of RBC taste? It could invite challenge.</p> <p>DP10: No objection</p> <p>DP11: As with other aesthetic considerations, this is somewhat subjective and could invite challenge.</p> <p>DP12: No objection.</p> <p>Overall, we support the aims of the document, but are concerned that some of the design principles tend to rely on aesthetic taste, which is entirely subjective, and that this could leave RBC open to challenge unless the individuals charged with making decisions are demonstrably qualified to make those decisions.</p> | <p>DP9 - Applications will be determined by an assigned Case Officer within the Development Management team against the principles set out in the SPD. As this principle relates to applications falling within a designated conservation area or relates to a listed/locally listed building, the Council's Historic Buildings Officer will be consulted on the proposals.</p> <p>DP10 – Comments noted. No suggested change.</p> <p>DP11 - As this principle relates to applications falling within a designated conservation area or relates to a listed/locally listed building, the Council's Historic Buildings Officer will be consulted on the proposals.</p> <p>DP12 – Comments noted. No suggested change.</p> |
| Environment Agency | Thank you for consulting us on the Shop Front Design Guide SPD. This consultation is a low priority and due to current resourcing issues we are experiencing we will not be providing a comment. | Comments noted. No suggested change. |
| Waverley Borough | Thank you for consulting Waverley Borough Council on the | Comments noted. No suggested change. |

| Respondent | Response | Officer Comment |
|-------------------------|---|---|
| Council | above document. Waverley officers have considered the document and do not wish to make any comments on the draft SPD. | |
| Trevor Hills | <p>Thank you for sending details of this consultation. The document contains very sensible advice and I support its intent. There are, however, one or two inconsistencies which should be addressed. For example:</p> <p>Figure 3 (Example of a Good Shop Front) shows a hanging sign well above the fascia, contrary to DP8 which states: "...hanging signs should...be at fascia level...".</p> | Comments noted. This inconsistency has been addressed in the final version of the document. |
| English Heritage | <p>Thank you for consulting English Heritage on the draft Shopfronts SPD. We welcome this initiative as a tool to provide a robust approach to managing change in the historic environment by providing clear guidance and principles to inform development proposals.</p> <p>We have seen elsewhere that shopfronts design guidance can provide an important resource in supporting sensitive restoration of historic buildings and sustaining the character of historic areas. In particular this helps raise awareness of the impact of minor development on the character of the historic environment as a whole and to raise the quality of design and workmanship. We see this as an important contribution to promoting sustainable development that protects and enhances the value derived from sense of place with particular value for supporting the vibrancy and success of town centres. As such, we support the approach and commend the SPD to the Council.</p> | Comments noted. |

| Respondent | Response | Officer Comment |
|------------|---|---|
| | <p>Notwithstanding our general support for the approach set out, we would like to take this opportunity to recommend a small number of amendments to the SPD to enhance the clarity of the guidance provided.</p> <p>The paragraph at 7.5 relates to both listed buildings and buildings in a conservation area, while the guidance within the section (continuing to 7.7) relates to the wider range of designated and non-designated heritage assets. However, the heading of the section refers exclusively to listed building consent, which may fail to draw the attention of applicants for other appropriate applications to the information provided. We recommend changing the title of this section to either Heritage Assets or simply Historic Buildings and Areas.</p> <p>The paragraph at 7.5 should explain that listed buildings require listed building consent in addition to planning consent for alterations that would affect their character as buildings of special architectural or historic interest, including alterations to shopfronts. It may also be instructive to point out to building owners that failure to secure consent before making alterations to listed buildings is a criminal offence.</p> <p>The paragraph should draw attention to the requirement set out within the National Planning Policy Framework for the applicant to describe the significance of the listed building, conservation area or other form of heritage asset as part of their application,</p> | <p>Para 7.5 – Heading changed to reflect wider range of designated and non-designated heritage assets that are covered within the text. Suggested changes to the text have also been accommodated.</p> <p>Additional information, as suggested by English Heritage, has also been added to this section of the SPD.</p> |

| Respondent | Response | Officer Comment |
|------------|--|-----------------|
| | <p>providing a level of detail that is proportionate to their significance and no more than is required to understand the potential impact of the proposal on them.</p> <p>To ensure applicants make full use of the existing guidance available to them the following section should also provide direct reference to the Council's existing guidance, including the Buildings of Local Importance SPD and the Council's guidance on Heritage Statements. Where they are available, it would be helpful to draw applicants' attention to the information already set out in appraisals of conservation areas and the information contained with the statutory list and the County's Historic Environment Record as sources that should be consulted and referred to in applications as a minimum.</p> <p>Applications for shopfront additions or alterations affecting historic buildings should be considered on a case-by-case basis and informed by an understanding of the significance of the building and its setting, either as a heritage asset or through their contribution to the character of the area, potentially forming part of the character and appearance of a conservation area or other area of historic townscape. Whilst the traditional form of shopfront illustrated may be suitable for buildings constructed in the late 19th and early 20th century (or earlier buildings that had shopfronts inserted during this period), earlier and later buildings may have other forms of shopfront that are representative of their age, whilst other commercial buildings such as historic public houses may have very specific</p> | |

| Respondent | Response | Officer Comment |
|--|--|---|
| | <p>architectural features that reveal their age and historic use. As such, a degree of caution needs to be expressed about over prescriptive use of a standardised design based on a single architectural period. As such, it will be necessary to consider whether some of the principles set out will be weighed against the need to sustain and enhance the significance of the building or area as a heritage asset and potentially set aside where the heritage significance of the building would be compromised. We would recommend inserting a clause at 7.7 to read:</p> <p>“... Where a building’s existing historic architectural features already contribute to its historic or architectural interest, or to the positive historic character and appearance of the area, these should be identified within the assessment of the building and preserved, or indeed revealed, through the design of any alterations proposed.”</p> <p>We hope these suggestions help in taking forward the shopfront guidance as a tool to support investment and regeneration in Rushmoor. Should you wish to discuss any points within this letter please do not hesitate to contact me.</p> | |
| <p>Chris Thomas Ltd on behalf of the British Sign and Graphics Association (BSGA)</p> | <p>We note firstly that the policies which this draft SPD is said to support do not include any policies which refer to the control of advertisements. It is assumed that the SPD therefore relies on the requirement for good design as suggested in the NPPF and NPPG.</p> <p>We are sure that the Council would not disagree with the</p> | <p>Comments noted.</p> <p>The SPD states at paragraph 2.2 that it relates to policy CP2 (Design and Heritage) of the Core Strategy and policy S3 (Shop fronts) of the Rushmoor Local Plan Review Saved Policies.</p> <p>The SPD does not override the Advertisement Regulations and</p> |

| Respondent | Response | Officer Comment |
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| | <p>premise that “good” design is a subjective matter. You will be aware that the Advertisements Regulations require consideration only of amenity and public safety. The “need” or “justification” for a particular advertisement is not a relevant consideration (see section 4 of the PPG). For the same reason, the content of an advertisement is rarely a relevant factor; nor whether the advertisement happens to be a “corporate” image. Each proposal must be considered on individual merit and on the basis of visual amenity and/or public safety only. With this background, we offer the following comments on the draft SPD’s detail:</p> <p>Paragraph 3.6 – “consent to display” should be replaced with “express consent” which is the correct term. “Is usually required” should be replaced “may be required”. There are literally thousands of different advertisements which may be displayed on or within a shopfront which are either excepted from control or will have deemed consent. “Usually require” is totally misleading. We suggest that reference also be made here to the DCLG’s free advisory booklet “Outdoor advertisements and signs – a guide for advertisers”, of which your Council should hold a stock. Such reference would also helpfully replace paragraph 7.9 of the SPD which is also misleading.</p> <p>Design Principle 5 (DP5) – the general assumption that internally illuminated “box fascias” are bulky and therefore unlikely to be acceptable has no factual justification. We accept that older-</p> | <p>does not seek to introduce additional criteria against which to assess advertisements. It is a guidance document that seeks to achieve an improvement to the street scene/retail experience for shoppers by encouraging applicants to consider the design principles before submitting proposals. Supplementary planning documents add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design in this instance. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.</p> <p>Para 3.6 – comments noted and text amended accordingly. A footnote reference has been introduced as a link to the DCLG advisory booklet “Outdoor advertisements and signs – a guide for advertisers”.</p> <p>DP5 – Amend wording of DP5 with the following: <i>“Fascia boards shall be in proportion to the scale of the</i></p> |

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| | <p>style, fully internally illuminated bulky box fascia and projecting signs (often rather crudely “bolted-on” to an existing fascia) are often unacceptable. But modern internally illuminated slimline “box” signs, often fret-cut to restrict illumination to lettering/logo only, are often wholly appropriate and particularly well-related to more modern styles of shopfronts. Similarly, the assumption that timber fascias are the most appropriate on historic buildings is unsupportable. Historic buildings may well have modern shopfronts inserted. A timber fascia is likely to appear most incongruous when set above a modern shopfront. What is important is that the fascia (in design and materials) should relate appropriately to the shopfront (and, where possible, to the building as a whole). As a general advertisement control “principle”, we suggest the following might replace the whole of DP5:</p> <p>“Advertising should be carefully designed with regard to the character and proportion of the shopfront, the building and adjacent shopfronts in the street scene. Similarly, materials should be chosen to empathise with the character and appearance of the shopfront and surroundings, particularly where the building is of historic importance or in a conservation area.”</p> <p>Design Principle 6 (DP6) – the Council cannot control the colour of shopfronts, even in conservation areas (although they may on listed buildings). This is a personal matter for the owner. Similarly, there is no justification for selecting “corporate” image</p> | <p><i>building and shop front. Overly large fascia shall not be supported. The top of the fascia should relate to the ground floor and should under no circumstances reach the base of the first floor windows. For buildings within a Conservation Area, particularly listed buildings, fully illuminated box fascias are likely to be unacceptable. This will certainly be the case where the shop front retains/proposes traditional elements. On a historic building that retains/proposes traditional elements, a timber fascia is most appropriate, either with painted lettering or with individual letters of another suitable material.”</i></p> <p>DP6 - Planning permission is needed for ‘building operations’ of any consequence, including most alterations and extensions to existing buildings, within a conservation area. This includes works that will materially affect the appearance</p> |

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| | <p>or branding as a particular instance. The Council may not reject a “corporate” image unless it is detrimental to amenity in the particular circumstances of the individual case. Nor should the Council try to insist that colour schemes should be in keeping with adjoining buildings. This is beyond the Council’s control; and would make for some exceedingly dull shopping streets. Similarly, what is a “vivid” or “bright” colour? Red, yellow, maroon, green, orange? It would be a very strange shopping street if all these “bright” colours were to be avoided. And what is a “large area”? A wall, window or some sort of plain panel? This subparagraph is generally meaningless and should be deleted.</p> <p>Design Principle 7 (DP7) – “where suitable justified”. See above. The advertiser does not have to “justify” any advertisement. It must be considered on grounds of amenity only. “Where suitably justified” should be replaced with “where they are not detrimental to amenity”.</p> <p>Design Principle 8 (DP8) – “where considered appropriate” – considered by whom? This should be replaced with “where acceptable in terms of visual amenity”. “Be at fascia level” contradicts figure 3! Hanging signs are often displayed above fascia level and this adds to the charm of the street. “Be at fascia level” should be deleted. Again, the assumption that internally illuminated projecting box signs should be avoided on historic buildings and in conservation areas has no factual justification. See comments on DP5. Subtle (perhaps letters only) internally</p> | <p>of the building. As such, the choice of colour can be considered by the Council in respect of the proposed works to shop fronts. Colour can be an extremely important factor in determining the character and appearance of buildings. The imposition of corporate colour schemes regardless of the location may erode the character of the area but minor variations can often emphasise the uniqueness of the location.</p> <p>Amend wording to replace “<i>muted colours</i>” with “<i>a traditional palette of colours</i>”.</p> <p>DP7 – Amend wording to replace “<i>where suitably justified</i>” with “<i>where they are not detrimental to the character or appearance of the conservation area/listed building.</i>”</p> <p>DP8 – Delete “<i>Where considered appropriate</i>”. Amend “<i>be at fascia level</i>” to read “<i>be above fascia level</i>” as the original wording contradicts the drawing in Figure 3. Replace “<i>projecting box signs which are internally illuminated should be avoided</i>” with “<i>slimline box signs with subtle e.g. letters only</i>) may be acceptable where related to a modern shop front.”</p> |

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| | <p>illuminated “slimline” projecting signs may well be acceptable on modern shopfronts, even where they are in a listed building or conservation area. Again, a “traditional hand painted sign” would look totally out of place on a modern shopfront. “Hanging signs should not be used as a means of additional advertising” – this requires an assessment of the “need” for the sign which matter is not within the Council’s powers under the Regulations (this also applies to “unnecessary additional advertising” in Figure 4 which should be replaced with “advertisements poorly related to the appearance and character of the building”).</p> <p>Design Principle 9 (DP9) – as above, the suggestion that all signs in conservation areas or on listed buildings should be “traditional styled hand painted lettering” or wood or metal raised lettering has no justification. There are not enough signwriters left in the UK to meet such demands in Rushmoor alone, let alone the rest of the UK! We see no purpose at all in this flawed design principle and suggest it be deleted entirely.</p> <p>Design Principle 10 (DP10) – as with DP9, this totally generalised statement is overly prescriptive. It does not allow for consideration on merit. It adds nothing to the SPD as a whole and should be deleted.</p> <p>Design Principle 11 (DP11) – “where suitably justified”. See above. It is not within the Council’s powers to consider “justification”. “External illumination of...”. This is impossible as</p> | <p>DP9 – Amend wording of DP9 with the following:</p> <p><i>“Where traditional elements of the shop front are retained/proposed in Conservation Areas or on Listed Buildings, signage should use traditional styled hand painted lettering or raised lettering in wood or metal. Other types of lettering shall only be supported if of suitable appearance. Glass signage and glass painting shall also be considered.”</i></p> <p>DP10 – Having reviewed the principles, it is considered that the issue of illumination is satisfactorily addressed by other principles. Subsequently it is recommended that DP10 is deleted.</p> <p>DP11 – Replace wording of DP11 with the following:</p> <p><i>“Illumination must be carefully designed to reflect the</i></p> |

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| | <p>explained above. It should be sufficient to say that the illumination of shopfronts and signs will be permitted provided that it does not adversely affect amenity. If the Council consider that extra guidance is required, we would suggest that DP11 be replaced with:</p> <p>“Illumination must be carefully designed to reflect the character and appearance of the overall shopfront. Internal illumination can often be effective where the design allows only the characters of the signs to be illuminated, perhaps through individually mounted lettering, fret-cutting or halo lighting. In circumstances where external illumination is proposed as more appropriate to the design of the shopfront, fittings should avoid an unsightly clutter of projecting lamps and wiring.”</p> <p>Paragraph 7.8 – to avoid confusion, “permission” (in the second sentence) should be replaced with “consent”.</p> <p>Paragraph 7.9 – is generally inaccurate and misleading. For example, advertisements within Class 2 in Schedule 3 to the Regulations may be displayed on shop walls which do not have a shop window. We suggest that this paragraph be replaced with a simple reference to DCLG’s excellent advisory booklet, as above.</p> <p>It is hoped that these comments are found to be useful and informative, if you have any further questions, please contact me.</p> | <p><i>character and appearance of the overall shopfront. Internal illumination can often be effective where the design allows only the characters of the signs to be illuminated, perhaps through individually mounted lettering, fret-cutting or halo lighting. On traditional shopfronts, particularly those within conservation areas or on listed buildings, external illumination is preferred e.g. spotlights/trough lighting as this is more appropriate to the design of the shopfront. In such cases, fittings should avoid an unsightly clutter of projecting lamps and wiring.”</i></p> <p>Para 7.8 - Replace “<i>permission</i>” (in the second sentence) with “<i>consent</i>”.</p> <p>Para 7.9 – amended to make reference to the DCLG advisory booklet.</p> |

