

Respondent	Respondent	User's Response: Free-Text (formatted)	Officer response
Lesley Brain		<p>1. I strongly agree the Council should preserve historic shopfronts.</p> <p>2 The images are very helpful indeed</p> <p>3. I agree with the content but would like to add a few comments.</p> <p>Colour - I think that the colours shown as examples are very good (a nice red plus grey green and blue). However, this does not give a view of the full range of recommended RAL conservation colours and I have been unable to download a colour chart. My fear is that this will provide too wide a range - my particular concern is the red and yellow colours which can be very garish and, dare I say, lower the tone of the neighbourhood! - although I must say I approve of the red selected as an example. I feel it would be much better to select a more limited range of colours for shopkeepers to choose from (say 14 1 red, 3 greens, 3 blues, 2 greys, 2 browns, black, cream, white). These colours would not detract the eye from the buildings as a whole and would help to blend the old and new buildings into a cohesive street view. A limited range would also ensure that there are no arguments about colour! Many years ago Bath introduced a very limited palette with great success.</p> <p>Enforcement is mentioned a couple of times but sounds a little weak to me. If a traditional shopfront is removed and replaced with modern, will the council compel the shopkeeper to replace with traditional, even if he pleads he has no money left? It seems to me that many changes have been made to shopfronts over the years and not been caught up with until after the event.</p> <p>I hope the council will enforce but, even better, would be to get the shopkeepers on-side from the outset. How? A mass meeting with shopkeepers with a presentation explaining the scheme and making them aware of grants available (important because shopkeepers are often reluctant to spend money and many are unaware of the historic importance of their property). The importance of the kerb appeal of their shop should also be emphasised. I advocate a meeting because busy people do not always read leaflets or go online. Perhaps this could be</p>	<p>1. Comments noted.</p> <p>2. Comments noted.</p> <p>3. Colours to be added to.</p> <p>Regarding enforcement comment noted, the Council does pursue enforcement action and requires owners/tenants to remove any unauthorised works if these would have required planning permission for changes.</p> <p>The Council offers funding for works to shopfronts within certain areas and training and workshops are provided in caring and maintaining historic properties as part of these schemes. The document has been promoted through the traders forums and city centre business groups.</p>
Arthur Bramwell		<p>1. Yes</p> <p>2. Yes</p> <p>3. Yes</p>	<p>Comments noted, no changes required.</p>

R Howard		<p>I agree with preserving historic shopfronts. The images are very helpful - especially the good and bad example of the same shop.</p> <p>I agree with the guidance, however the emphasis on high quality material for signs probably means more expense. This is a shame if a new business is starting and doesn't know if it will succeed. Also hard for temporary shops. Surely cheaper materials can be made to look traditional.</p> <p>Why just wooden signs - surely some traditional signs were metal? Will there be grants to help people with the additional expense?</p>	<p>Comments noted.</p> <p>Regarding materials there are a number of options which can be used by tenants and these are set out with the report.</p> <p>The Council offers funding for works to shopfronts within certain areas and training and workshops are provided in caring and maintaining historic properties as part of these schemes. The document has been promoted through the traders forums and city centre business groups.</p>
David Champion		<p>This is an important document and makes good reference to the policies which are all too frequently flouted by property owners and their tenants. The images are an important part of this document and is an astonishing affront to use the 6 images on page 7 re para 3.2, using properties in Cheltenham to demonstrate references being made to particular examples in parts of Gloucester!</p>	<p>Comments noted.</p> <p>Amended to include pictures of Gloucester on page 7</p>
Maggie Caamano		<p>I do agree that the city council should be preserving historic shopfronts but also raising the standard and quality of some of the existing signage throughout the city. The overwhelming impression of the city at the moment is that it needs investment. It does not feel like an attractive place to shop and this is partly the reason many choose not to shop in the centre but spend more time at the Quays or even Cheltenham Many of the signs throughout the city centre now do not reflect the historic nature of the buildings in the area. There are far too many bargain shops and whilst there is always a place for this type of store, they could present themselves more in keeping with a small historic city.</p> <p>The images in the documents are very helpful.</p>	<p>Comments noted.</p>

Jonathan Hoad		<p>I would urge the City Council, within the constraints of existing legislation and resources, to enforce the policy as rigorously and firmly as possible. Over the decades some awful planning decisions have been made in the City, appearance is very important if we are to have any hope of succeeding as a destination City.</p> <p>Historic frontages should be preserved and restored to counter corporate blandness and uniformity and individual vulgarity. There is also scope in newly developed areas for a more contemporary look, this is modern, vibrant city not Trumpton. Quality of design and material is still important in these settings.</p> <p>The images were helpful particularly the before and after sets. The emphasis on the City/Commercial centre is understandable but a clearer statement should be made that the principles and policies apply across the City to all retail outlets. Perhaps some of the photographic examples could be drawn from satellite retail areas like Hucclecote, Longlevens and Tuffley?</p> <p>There seems to be no role for Councillors. It is important that they understand the policy and act as ambassadors in their Wards and are the Council's eyes and ears.</p> <p>Having the endorsement of bodies like the Civic Trust, the Chambers of Commerce and the Small Business Federation and the Gloucester Citizen, if not in the document then at the launch would add value and provide buy in. Also, public commitments from the big developers should be norm.</p> <p>Are there parts of the business community, perhaps in the small retail/sole trader sector where perhaps the strategy and compliance is less well understood and seen as an intrusion and financial burden? This perhaps where Councillors have a role to play.</p>	
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<p>Wychavon District Council (Sarah Matthews)</p>	<p>Wychavon District Council</p>	<p>Agree that the SPD should preserve the historic shopfronts and found there is a good balance between text, drawings and photographs. Throughout the document, the acceptable and unacceptable photo examples are a very useful way to show applicants what the Council's aspirations are for future applications for shop frontages and signs. The bullet point boxes illustrating what is permitted and not permitted also make it very clear to the reader what shop front elements / advertisements are acceptable.</p> <p>Overall, the SPD is thorough and informative with good use of positive photos and illustrations to encourage applicants to submit applications that reflect acceptable design principles in their shop front proposals..</p>	<p>Comments noted.</p>
<p>Historic England (David Stuart)</p>	<p>Historic England</p>	<p>We note that existing guidance on this theme would benefit from an update and congratulate your authority on this comprehensive initiative. This can form a legitimate part of a positive heritage strategy for the city and become part of a suite of policies and other initiatives collectively designed to enhance its historic built environment.</p> <p>We are pleased that the guidance goes beyond generic advice to draw upon an understanding of the features and their value which are distinctive to the city's historic character and use these to promote locally relevant recommendations and proposals. It is always helpful to highlight appropriate interventions by reference to successful examples already in existence in the area. This is particularly helpful on such issues as window signs and stickers which are notoriously difficult to regulate and advise upon.</p> <p>This approach applies not only to long-established traditional features but those which may have been introduced more recently. Highlighting the incompatibility of pseudo Victorian shopfront designs in post war buildings is a useful illustration. Finding good examples of contemporary shopfront design in modern buildings to help champion this message is however a more challenging exercise.</p> <p>Key to its success will be securing widespread familiarity and buy-in amongst those most likely to have responsibility for the matters covered and especially those whose best interests it is intended to promote. We would therefore support the introduction of this Guidance.</p>	<p>Comments noted.</p>

Gloucestershire County Council (Rob Niblett)	Gloucestershire County Council	I can confirm that I have no comments to make on it.	Comments noted.
Kings Walk Shopping Centre (Peter White)	Kings Walk Shopping Centre	Yes I would certainly agree that the CC should be preserving historic shopfronts and believe that the draft guidelines go some way in assisting shop owners and landlords in how to manage their shop frontage and signage. It's especially important in the gate streets and with listed buildings but should be used as a negotiating tool for new tenants in these areas. Shopping Centre's would still need to consider solid external shutters due to the nature of the business and security of stock. Apart from this point, I agree to the content although each unit does have an individual case and there would need to be a degree of flexibility in any discussions over design and spec of shopfront and signage.	Comments noted.
Highways Agency (Chrystle Garner)	Highways Agency	Having reviewed the consultation documents we consider that the proposed Draft Design Guidance is unlikely to result in a detrimental impact on the safe and efficient operation of the Strategic Road Network. However, whilst the Draft Guidance largely relates to the historic centre of Gloucester, it is not specific to a particular road or route. Where future shopfront proposals, particularly those comprising signage, require express consent from the Local Planning Authority and may have an impact on the SRN, Highways England should be consulted at the earliest opportunity.	Comments noted.

<p>Natural England (Consultation Service)</p>	<p>Natural England</p>	<p>Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.</p> <p>Natural England does not consider that this ‘Draft Shopfronts, Shutters and Signage Design Guidelines for Gloucester poses any likely risk or opportunity in relation to our statutory purpose, and so does not wish to comment on this consultation.</p> <p>The lack of comment from Natural England should not be interpreted as a statement that there are no impacts on the natural environment. Other bodies and individuals may wish to make comments that might help the Local Planning Authority (LPA) to fully take account of any environmental risks and opportunities relating to this document.</p> <p>If you disagree with our assessment of this proposal as low risk, or should the proposal be amended in a way which significantly affects its impact on the natural environment, then in accordance with Section 4 of the Natural Environment and Rural Communities Act 2006, please consult Natural England again.</p>	<p>Comments noted.</p>
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<p>Andy.birchley</p>		<p>Links on P3 and P21 (two of them) do not connect to the pages they should be.</p> <p>Also, on P23, where you refer to application forms being available from the Council (in paper format), you could link to the following, where applications can be made electronically (planners would encourage this): "http://www.gloucester.gov.uk/resident/planning-and-building-control/make-a-planning-application" http://www.gloucester.gov.uk/resident/planning-and-building-control/make-a-planning-application</p> <p>P5 just as a style thing I think it would look better to have the policy bullet points in grey box, as they were on the previous page &ndash; makes it stand out</p> <p>P8 - Very useful to have the components identified, especially for a layperson like me!</p> <p>P13 Advertisement regs required for other reasons than just illumination, I think it would be better to supplement that sentence with or otherwise depending on size, or location on the building. I know this is quite general but the advert regs are too complex to include in detail here!</p> <p>On pages 14, 17, 18, 19, and 23 you use photos of unacceptable shopfronts (or features) which have not been subject of enforcement action. Does it send the wrong message if people read this and note that no action has been taken?</p> <p>P22 I would add the word advertisements between Alterations and second line of the Enforcement paragraph</p>	<p>Comments noted. Alterations completed as advised.</p>
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John Richings		<p>When I was a police officer many years ago there was an offence of 'Obstructing the highway' which included the pavement. It seems to me that shops are clearly encroaching on pavements with tables and chairs for refreshments and shop signs. Is this sanctioned by the Highways Authority ? Or is it a matter of a lack of enforcement?</p> <p>With some of the shops expanding more and more pedestrians will soon have to proceed through mazes to progress. This obviously doesn't matter to those who are fit and nimble but for anyone elderly with balance problems and walking aids it would be a nightmare. If pedestrians do injure themselves with today's litigious society who pays any compensation claims the shop owners or the Highway Authority?</p>	<p>Comments noted. Table and chairs and A-boards on the pavement are controlled by the City Councils Licensing team, there are guidance documents available online and each shop where they have such additional items have to conform to the license issued.</p>
Target Catering Equipment (David Pedrette)	Target Catering Equipment	<p>Many thanks for this very comprehensive guide. It will hopefully lift standards, improve the street scene and look of our City while encouraging independent businesses to locate to the City.</p> <p>Well done to all concerned.</p> <p>Are there any grants available to help with this regeneration?</p>	<p>Comments noted. The Council offers funding for works to shopfronts within certain areas of the City - Southgate Street and City Centre presently.</p>

<p>British Sign and Graphics Association (Chris Thomas)</p>	<p>British Sign and Graphics Association</p>	<p>The BSGA represents 65% of the sales of signage within the UK and monitors development plans throughout the country to ensure the emerging Local Plan Policies do not inappropriately apply more onerous considerations on advertisements than already apply within The National Planning Policy Framework, Planning Practice Guidance and the Town and Country Planning (Control of Advertisements)(England) Regulations 2007.</p> <p>We would first wish to know what is proposed as the status for this document. Is it proposed to be adopted as an SPD or simply as guidance which will not carry the same weight in planning proceedings?</p> <p>As to detailed comments, we consider that this draft is for the most part sound and sensible for its first 9 pages. In particular, we would agree with paragraph 3.3 which stresses that flexibility is essential. A brief survey of central Gloucester shows that, even in the historic core (the South, North, West and Eastgate Streets), there are very many (probably the majority of) shopfronts which are totally modern in design and appearance. The draft guide seems to have little of relevance to this large number of properties and the many other similar ones outside of the historic core. Rather, from section 4.2 onwards, the guide pretends to advise on matters of which most are of aesthetic choice. Much of the advice is unnecessarily prescriptive. More is unenforceable.</p> <p>The guide makes no mention of the Control of Advertisements Regulations or the national practice advice in PPG - Advertisements. Apart from a brief reference to the DCLG advice booklet, it fails to explain that many of the most common forms of shop signs may be either excluded from control (eg inside buildings) or may be displayed with deemed consent (Schedule 3 to the Regulations). As a simple example, a sign displayed with deemed consent under Schedule 3, Class 5, may not be controlled by colour, content or materials. Without reference in greater detail to these general permissions granted by the law, the guide is misleading.</p>	<p>The document will be adopted as an SPD. Amended to include further advice in light of PPG and Control of advertisement regulations.</p>
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