

# Gloucester City Council

<b>Meeting:</b>	<b>Planning Policy Sub-Committee Cabinet</b>	<b>Date: 15 September. 2016 12 October 2016</b>
<b>Subject:</b>	<b>Shopfronts, Shutters and Signage – Design Guidelines for Gloucester for Consultation</b>	
<b>Report Of:</b>	<b>Anthony Wilson, Head of Planning</b>	
<b>Wards Affected:</b>	<b>All</b>	
<b>Key Decision:</b>	<b>No</b>	<b>Budget/Policy Framework: No</b>
<b>Contact Officer:</b>	<b>Charlotte Bowles-Lewis - Principal Conservation and Design Officer: <a href="mailto:charlotte.bowles-lewis@gloucester.gov.uk">charlotte.bowles-lewis@gloucester.gov.uk</a> (Tel: 396855)</b>	
<b>Appendices:</b>	<b>1. Shopfronts, Shutters and Signage – Design Guidelines for Gloucester (Public Consultation Draft)</b>	

## FOR GENERAL RELEASE

### 1.0 Purpose of Report

- 1.1 The Shopfronts, Shutters and Signage – Design Guidelines for Gloucester will be used to support the regeneration of the City and will form part of the evidence base for the City Plan in due course. The guidelines will be also be used in the Development Management process to ensure schemes are of a high quality and preserve and enhance the character and appearance of the historic environment. This report seeks agreement to allow the document to be subject to a 6 week period of public consultation prior to recommendation of adoption as a Supplementary Planning Document in the New Year 2017.

### 2.0 Recommendations

#### 2.1 Planning Policy Sub-Committee is asked to **RECOMMEND TO CABINET:-**

- (1) That the Shopfronts, Shutters and Signage – Design Guidelines for Gloucester, be approved for a 6 week period of public consultation.

#### 2.2 Cabinet is asked to **RESOLVE:-**

- (1) That the Shopfronts, Shutters and Signage – Design Guidelines for Gloucester, be approved for a 6 week period of public consultation.

### **3.0 Background and Key Issues**

#### **Shopfront Guide**

- 3.1 The current “Shopfronts - Design Guidelines for Gloucester” was produced in the early 1990’s and is now outdated. A number of mini shopfront guides have been produced in relation to the Historic Areas Grant Scheme (Eastgate Street, Barton Street and Southgate Street). These guides were predominantly pictorial and have been received positively by tenants, home owners and developers when seeking to make alterations and therefore an updated design guide for the City as a whole has been required for some time.
- 3.2 The revised “Shopfronts, Shutters and Signage – Design Guidelines for Gloucester” will follow the same principles by providing design guidance on the alteration or installation of shop fronts, shop signage and security in order to maintain or raise the design quality of these features in the townscape. It applies to all buildings City wide in Use Classes A1 (shops), A2 (financial and professional services), A3 (restaurants and cafes), A4 (drinking establishments) and A5 (hot food take-aways).
- 3.3 The guidance is used by Officers in assessing planning applications for shop fronts, shop signage and security measures across the City and the Council will continue to promote its use as a guide for shop owners, tenants, architects and planning agents. The guide is also used when advising on schemes as part of the Councils grant initiatives – Southgate Street Townscape Heritage Initiative and also the current City Centre scheme. This guidance is also included within the Management recommendations of the Conservation Area Appraisals and will form part of the evidence base for the City Plan and as a basis for a development management policy within the City Plan.
- 3.4 A formal internal consultation process was carried out between 5<sup>th</sup> July 2016 and 5<sup>th</sup> August 2016. Comments were received from 12 internal consultees, from departments including Planning Policy, Development Management, Neighbourhood Management, Conservation, Landscape and Graphic Design Officers. The comments made by consultees were incorporated into the Shopfronts, Shutters and Signage – Design Guidelines for Gloucester Draft document.
- 3.5 This guidance will ensure that forthcoming schemes are well considered and preserve and enhance the City’s unique and distinctive historic character. The City has a number of traditional and historic shopfronts, especially in the Gate Street and the aim is to ensure that these are preserved and where lost reinstated to a better quality environment.

### **4.0 Asset Based Community Development (ABCD) Considerations**

- 4.1 The aim of guidelines is for the members of the public, consultants and developers to use the guide to assist with informing the design shopfronts and signage within the City as part of any development management scheme. This guidance will ensure that schemes are well considered and meet the City Council’s requirements leading to a better quality environment.

## **5.0 Alternative Options Considered**

- 5.1 Failure to recommend the guidelines for public consultation would result in the City Council not providing a positive and pro-active approach to regeneration within City. This positive approach is also recommended with the National Planning Policy Framework and would also form part of the evidence base for the forthcoming City Plan. The work will also feed into the City Plan development control policies.

## **6.0 Reasons for Recommendations**

- 6.1 A resolution is requested to allow the Shopfronts, Shutters and Signage – Design Guidelines for Gloucester to go out for a period of public consultation. The document will be used to support the regeneration of the city centre and will form part of the evidence base for the City Plan in due course. A further report will be submitted for the document to be recommended for adoption as a Supplementary Planning Document, this will enable these to be used in the Development Management process to ensure schemes are of a high quality and preserve and enhance the character and appearance of the historic environment.

## **7.0 Future Work and Conclusions**

- 7.1 The 6 week consultation on these drafts will be available on the Council's website, at libraries and at Council offices. Letters and email notifications will be sent to a range of statutory and general consultees as well as contacts registered on the Local Plan database.
- 7.2 Following Planning Policy Sub Committee, the Shopfronts, Shutters and Signage – Design Guidelines for Gloucester will progress to an 6 week period of public consultation. The comments and feedback received during the period of public consultation will be considered and where necessary, changes will be made to the documents.
- 7.3 The Shopfronts, Shutters and Signage – Design Guidelines for Gloucester will return to Planning Policy Sub-Committee and Full Council in the New Year to be adopted by Council as an Interim Adoption Supplementary Planning Document. They are intended to form part of the City Plan evidence base in due course and will form a basis of the development management polices within the City Plan.

## **8.0 Financial Implications**

- 8.1 None

(Financial Services have been consulted in the preparation this report.)

## **9.0 Legal Implications**

- 9.1 Following the initial period of public consultation, the Shopfronts, Shutters and Signage – Design Guidelines for Gloucester will gain a level of weight within the planning process, and become a material consideration in planning terms. The guidelines will be used to guide the design and implementation of shopfronts within the city, to enable the Council to promote high standards of design leading to a better quality environment due to its historic importance.

(One Legal have been consulted in the preparation this report.)

## **10.0 Risk & Opportunity Management Implications**

- 10.1 A low risk has been identified as a result of this report. This low risk involves the possibility of the guidelines not being adopted as an Interim SPD and therefore the quality of shopfronts, advertisements and alterations within the City will result in the loss of historic fabric and the street scene and character of Gloucester being adversely affected.
- 10.2 The main opportunity is to achieve higher standards of shopfronts, advertisements and retention of historic features if the document is adopted as planning and design guidance.

## **11.0 People Impact Assessment (PIA):**

- 11.1 The aim of the document is for the members of the public, tenant, consultants and developers to use the guide to assist with informing the design shopfronts and signage within the city as part of any development management scheme. This guidance will ensure that schemes are well considered and meet the City Councils requirements leading to a better quality environment due to its historic nature and would preserve and enhance the City.
- 11.2 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

## **12.0 Other Corporate Implications**

### Community Safety

- 12.1 The process of carrying out the public consultation on the Shopfront Guide has no community safety implications.

### Sustainability

- 12.2 The Shopfront Guide supports the process of achieving sustainable development and will contribute to the improvement of the city centre for both residents and visitors to Gloucester. The document when adopted would ensure proposals have a positive impact on the environment of Gloucester.

### Staffing & Trade Union

- 12.3 No impacts.

**Background Documents:** None