

Preston Shopfront Design Guide Supplementary Planning Document (SPD)

Consultation Statement – September 2017

- 1.1 The consultation period on the draft Supplementary Planning Document (SPD) ran from 26 June to 7 August 2017 (over 6 weeks). Approximately 200 targeted companies, businesses, planning consultants and developers were consulted via email. Statutory consultees, councillors, parish councils and neighbouring authorities were also notified of the consultation on the draft SPD.
- 1.2 The consultation was in accordance with Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012.
- 1.3 The draft SPD was available to view on the council's website throughout the consultation period. The documents were also available to view at deposit points across the city, which included the council offices and Libraries.
- 1.4 Publicity and advertising for the draft SPD utilised the council's social media channels, corporate website and resident e-newsletter with comments asked for and collated via online questionnaire (SurveyMonkey).
- 1.5 Engagement from these channels resulted in the following:
 - Facebook – total of 9,600 people reached; 633 comments; and 32 reactions for 3 posts.
 - Twitter – total of 3,559 impressions; and 89 engagements for 2 posts.
 - e-Prestonian newsletter (delivered to over 13,000 subscribers and shared on social media) – total of 173 clicks through to the website.
 - A total of 15 written responses were received via SurveyMonkey.
 - 1 written response was received from a statutory consultee (Natural England)

An article was also published in the Lancashire Post on 1 July 2017.

- 1.6 Of the **16** formal responses received, most of these were relatively short and supportive of the aims of the SPD guidance. A more detailed list of comments received, responses and changes made to the final guide is attached at **Annex A**.

Annex A - to Shopfront SPD Consultation Statement: Sep 2017

Schedule of Representations:

Summary of public consultation responses to the Consultation Draft (June 2017) Shopfront SPD: Summary of each response, and how the key issues were considered/addressed in the final SPD

#	Comments received / key issues	PCC response	Proposed Amendments
1 Natural England	<ul style="list-style-type: none"> Whilst we welcome this opportunity to give our views, the topic of the Supplementary Planning Document does not appear to relate to our interests to any significant extent. We therefore do not wish to comment. 	<i>Comments noted.</i>	No amendments necessary.
2 Anonymous	<ul style="list-style-type: none"> It may be best to focus on filling the units before the consultation on design takes place. What support is there to attract new investment to the city centre? 	<ul style="list-style-type: none"> <i>Comments noted.</i> <i>New investment is welcomed and supported particularly in the city centre – for a summary see: http://www.prestonguildcity.com/invest/</i> 	<ul style="list-style-type: none"> We will add a section to the end of the guide with further information/ links. This will also be available on the council website – to allow for periodic updates as necessary.
3 Anonymous	<ul style="list-style-type: none"> The Shops footpath signage and or furniture needs to be restricted to allow access so pedestrians, able bodied and disabled are not forced in to the road. Worst examples of this are found on Fishergate 	<ul style="list-style-type: none"> <i>Comments noted.</i> <i>The focus of the shopfront guidance mainly relates to building frontages.</i> <i>The issue of other street clutter is dealt with separately by advertising and highways regulations.</i> 	No amendments proposed
4 David Cox Architects	<ul style="list-style-type: none"> I note that the wall hung signs should not be installed above fascia height. This is over restrictive and may hinder the imaginative use of signage. You will note that most of the examples illustrated are installed above the fascia line and it might be more appropriate to ask for extra justification for this rather than to proscribe it altogether. 	<ul style="list-style-type: none"> Comments noted. The actual text reads (pg 7, 4.4) <u>“Hanging signs should be no higher than fascia level unless the historic/original sign was located higher. Signage should be restrained and enhance the street scene”.</u> 	Propose minor amendment to text: <u>“Hanging signs should be no higher than fascia level unless the historic/original sign was located higher or there are other positive design benefits. Signage should be restrained and enhance the street scene”.</u>

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	<ul style="list-style-type: none"> There should also be an overriding intent to look at each application individually to allow major schemes or particular situations to be explored. 		
5 Mike Miller, DEMMA	<ul style="list-style-type: none"> Excellent document. Totally agree with content 	<i>Comments noted/welcomed.</i>	No amendments proposed.
6 Paul Foster, Federation of Small Businesses	<ul style="list-style-type: none"> We would like to be reassured that this guidance will be communicated properly to all businesses, many of whom may be unaware of the need to gain planning permission for what could be considered small changes to their properties. How will the Council be treating businesses with existing frontages which don't meet the preferred criteria? There are clearly costs associated with such changes, and the desire for aesthetically pleasing frontages needs to be balanced with the need to encourage new retailers and avoid a situation where entrepreneurs are discouraged from taking any units due to increased set up costs caused by the need to spend more on frontage works. Preston City Council should consider whether funds could be accessed to achieve the goals of this activity, which could be offered on a match-funding basis to assist small business compliance. The Council should always be sympathetic to the fact that many units have a corporate national brand which may not naturally fit with the plans in the document. The 'Premier' shop pictured in the document is one example of this. While we agree that shutters and security apparatus would always be preferred to be aesthetically pleasing, their first objective is to be functional and security-minded. There are risks to retailers insurance costs in not 	<ul style="list-style-type: none"> <i>All comments noted.</i> <i>The recent consultation went out to over 200 consultees including the chamber of commerce and Preston Business Improvement District (BID). Please refer to the consultation statement for further information.</i> <i>The guidance is supplementary to adopted policies and will not be used retrospectively for existing shops.</i> <i>We note the comments with regards to funding and will add a section to the guide and also add to the council website to highlight further information and potential sources of funding.</i> 	<ul style="list-style-type: none"> We will add a section to the end of the guide with further information/ links. This will also be available on the council website – to allow for periodic updates as necessary.

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	<p>focusing primarily on security first of all.</p> <ul style="list-style-type: none"> • In summary, we are supportive of the aims of the plans but need to see that the Council understands that this could increase costs, deter investment and reduce enterprise if it is not conducted with other factors raised above included in the decision-making process. 		
7	<ul style="list-style-type: none"> • I was unable to view the guide. The website link from the Prestonian returned 'error page not found'. When I tried to link to the webmaster, I got the same message. Come on, let's get Preston's act together, please. 	<ul style="list-style-type: none"> • <i>Comments noted. We are aware the document link did not work for a day or so.</i> • <i>However the consultation was open for in excess of 6 weeks, with other contact details and hard copies also available for inspection.</i> • <i>Please refer to the consultation statement for further information.</i> 	No amendments proposed.
8	<ul style="list-style-type: none"> • We desperately need this guidance to make signage more unified and less garish. The current signage makes the city look shabby 	<i>Comments noted/welcomed.</i>	No amendments proposed.
9	<ul style="list-style-type: none"> • This has been needed for so long. Please adopt your proposals. The City would look so much better if they are enforced. Thank you. 	<i>Comments noted/welcomed.</i>	No amendments proposed.
10	<ul style="list-style-type: none"> • Hi, it's great, some shop fronts are letting the city centre down. • I think Shop owners need help and financial help too. • Also many of the buildings above shops are supposed to be maintained or painted by the council and not being done or Maintained to a high standard and let the shop fronts down. Will the council help by doing up the areas above the shops which it owns? • I think business rates are the biggest challenge to small 	<ul style="list-style-type: none"> • <i>Comments noted/welcomed.</i> • <i>We note the comments with regards to funding and will add a section to the guide and also add to the council website to highlight further information and potential sources of funding.</i> • <i>Maintenance of buildings above shops is usually the</i> 	<ul style="list-style-type: none"> • We will add a section to the end of the guide with further information/ links. • This will also be available on the council website – to allow for periodic updates as necessary. •

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	<p>business. Also open space around the shops needs improving. Shop owners would love to adopt open space if allowed but it seems everything has a barrier when we try and think creative. Incentives to green up city centres needs consideration too. Kind regards</p>	<p><i>responsibility of tenants.</i></p> <ul style="list-style-type: none"> • <i>Business rates are set nationally</i> • <i>Open space is not a matter for this guidance – but we are open to creative schemes and any application will be considered on its merits.</i> 	
11	<ul style="list-style-type: none"> • Firstly I couldn't easily find the documents section, a simple link to guide should be alongside the link to this survey. • Secondly, if all new shop fronts had to incorporate awnings or fixed rain shelter of the same design it wouldn't be long before people could walk along the main shopping streets without getting rained on. 	<ul style="list-style-type: none"> • <i>Comments noted.</i> • <i>Canopies are covered in section 4.10 of the guide (page 9) and are the responsibility of individual shop owners.</i> 	No amendments proposed.
12 Gold Medal Travel	<ul style="list-style-type: none"> • A good initiative which I fully support. • Also, I would like to propose a design code for Winckley Square for any new build elements and that the Winckley Square CIC should be consulted re any new applications. 	<ul style="list-style-type: none"> • <i>Comments noted/welcomed.</i> • <i>Design guidance is already included in the SPD and Winckley Square already requires higher standards of design due to conservation area designation and the high number of listed buildings in the area.</i> • <i>For planning applications (weekly lists) and contacts please see:</i> http://www.preston.gov.uk/yourservices/planning/planning-applications/planning-planning-applications-weekly-lists/ 	No amendments proposed.

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13	<ul style="list-style-type: none"> I applaud the efforts of the city council to improve the city centre. In Preston not enough is made of the heritage in the centre and anything that can be done to make shops cafes and pubs more in keeping with the heritage would be a great help. Preston has some excellent city centre buildings which are largely hidden by unsympathetic shop fronts and garish advertising. Empty shops are problem, I realize but often the buildings on their own are interesting to look at. The supermarket (Sainsbury's) housed in a redundant bank is a good example, in my opinion, of new making use of old in a good way. 	<i>Comments noted/welcomed.</i>	No amendments proposed.
14 Whittingham Parish Council	<ul style="list-style-type: none"> MIN 42 Members RESOLVED to support the SPD as it seeks to encourage and maintain a traditional street scene and provides character to the more historic areas of Preston. Members hope that some of the proposals can be applied to existing shops and will not be restricted to those seeking planning permission for alterations only. 	<ul style="list-style-type: none"> <i>Comments noted/welcomed.</i> <i>The guidance is supplementary to adopted policies and will not be used retrospectively for existing shops.</i> 	No amendments proposed.
15	<ul style="list-style-type: none"> I feel it's a bit late in the day to ask for comments when the council has allowed great shop fronts to be pulled down in the past without consultation. ie LIngards on Fishergate was replaced with the most characterless building, as were others, we have lost so much ! 	<i>Comments noted.</i>	No amendments proposed.
16 Councillor Sue Whittam, PCC Conservative Group	<ul style="list-style-type: none"> PCC Conservative Group welcome this SPD on shop front design and once it is approved would wish to see it robustly enforced. We particularly feel that it is important to protect our old buildings and their character. The addition of shutters to buildings can enhance a building but only if the correct type of shuttering as demonstrated in your draft document is installed. 	<i>Comments noted/welcomed.</i>	No amendments proposed.