

Local Plan Working Group



Forest Heath
District Council

Title:	Agenda
Date:	Wednesday 28 January 2015
Time:	4.00 pm
Venue:	Council Chamber District Offices College Heath Road Mildenhall
Full Members:	<p style="text-align: center;">Chairman Rona Burt</p> <p style="text-align: center;">Vice Chairman Robin Millar</p> <p><u>Conservative</u> Bill Bishop Carol Lynch <u>Members (8)</u> Warwick Hirst Bill Sadler Rachel Hood Tony Simmons</p> <p><u>Opposition Group</u> Michael Jefferys <u>Members (1)</u></p>
Substitutes:	Named substitutes are not appointed
Interests – Declaration and Restriction on Participation:	Members are reminded of their responsibility to declare any disclosable pecuniary interest not entered in the Authority's register or local non pecuniary interest which they have in any item of business on the agenda (subject to the exception for sensitive information) and to leave the meeting prior to discussion and voting on an item in which they have a disclosable pecuniary interest.
Quorum:	Three Members
Committee administrator:	Sharon Turner FHDC Cabinet Officer/Committee Administrator Tel: 01638 719237 Email: sharon.turner@westsuffolk.gov.uk

Agenda

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Procedural Matters

Part 1 – Public

1. **Apologies for Absence**
2. **Substitutes**
3. **Schedule of Recommendations** **1 - 6**
To confirm the schedule of recommendations from the meeting held on 16 October 2014 (copy attached).
4. **Joint Development Management Policies Document - Planning Inspector's Report and Adoption** **7 - 14**
Report No: **LOP/FH/15/001**
(This report is also being considered by the SEBC Sustainable Development Working Party on 28 January 2015)

(The Appendices to this report will be circulated as soon as practicable, after receipt of the Inspector's Report on 19 January 2015).
5. **Single Issue Review (SIR) and Site Specific Allocations (SSA) Local Plan (LP) - Update (Verbal)**
6. **Revised Local Development Scheme Programme Chart - January 2015** **15 - 22**
Report No: **LOP/FH/15/002**
7. **West Suffolk Shop Front and Advertisement Design Guide: Consultation Responses and Adoption** **23 - 64**
Report No: **LOP/FH/15/003**
(This report is also being considered by the SEBC Sustainable Development Working Group on 28 January 2015)
8. **Any Other Business**

FOREST HEATH DISTRICT COUNCIL

LOCAL PLAN WORKING GROUP

THURSDAY 16 OCTOBER 2014

4.00 PM - 5.30 PM

Members Present

Mrs R E Burt (Chairman)
W J Bishop
W Hirst
R D S Hood

M J Jefferys
Mrs C F J Lynch
W E Sadler
T Simmons

Councillors D W Gathercole and C Noble were also in attendance.

Also in attendance

M Magnusson, Planning Officer
B Nicholas, Principal Planner
S Robertson, Senior Planning Officer
M Smith, Place Shaping Manager
S Turner, FHDC Cabinet Officer/Committee Administrator

Apologies

Apologies for absence were received from Councillor R J Millar.

Substitutes

There were no substitutes at the meeting.

SCHEDULE OF RECOMMENDATIONS

	ITEMS OF BUSINESS	RECOMMENDATION
282	<u>SCHEDULE OF RECOMMENDATIONS FROM THE MEETING OF THE LOCAL PLAN WORKING GROUP HELD ON 8 MAY 2014</u> The schedule of recommendations from the meeting held on 8 May 2014 were received and noted.	NOTED
283	<u>SINGLE ISSUE REVIEW (SIR) AND SITE SPECIFIC ALLOCATIONS (SSA) LOCAL PLAN (LP) UPDATE (REPORT NO LOP14/020)</u> The Planning Officer presented this report which explained that the consultation draft SSA and SIR LP documents were approved for a consultation in early 2014, at the Cabinet meeting of 26 November 2013. Subsequent to this and, as most recently reported to Members of Local Plan Working Group (LPWG) on 8 May	

	ITEMS OF BUSINESS	RECOMMENDATION
	<p>2014, the consultations had been postponed on the basis that Officers needed to progress further work with their external consultants and continue dialogue with Counsel, to ensure that the supporting Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) processes were adequately robust for both LP documents.</p> <p>Officers received further advice from Counsel, on 25 June 2014, specifically with regard to progress to-date in preparing the SIR LP SA/SEA. It was the contention of Counsel that further appraisal was required to ascertain whether or not more housing could be delivered within the District, (given the 'constraints' and provisions of the NPPF) within the plan period to 2031, in order to facilitate more of the affordable need being met. Counsel had also advised that the distribution of the final housing figure would require further consideration in terms of 'reasonable alternatives'.</p> <p>The report outlined two Options which would be available moving forward:</p> <p><u>Option 1:</u> Proceed with the Strategic Housing Market Assessment (SHMA) Technical Report, derived figure of 7,000, (3,742 affordable), dwellings within the plan period to 2031. Council to progress with consultation as planned on the Submission/Regulation 19 version of the SIR LP and the Further Issues and Options/Regulation 18 version of the SSA LP.</p> <p>In undertaking this Option, the SIR LP document would be adopted in March/April 2016, with the SSA LP document being adopted in October/November 2016.</p> <p>Officers were advising that this was not a preferred option, as there was too greater risk of challenge and the potential for further delays in the longer term, should the Council be 'forced' to reconsider their housing strategy at a later date.</p> <p><u>Option 2:</u> Undertake further appraisal of the District's ability to deliver more housing and, as a consequence, an uplift in AH provision. Bring forward a 'new style' LP combining both SIR and SSA LPs, (from the Regulation 18 Issues and Options stage).</p> <p>In undertaking this Option, the combined SSA/SIR LP document would be adopted in October/November</p>	

	ITEMS OF BUSINESS	RECOMMENDATION
	<p>2016.</p> <p>Officers were advising that this was the preferred option.</p> <p>Members were requested to consider the possible options moving forward, in light of Counsel's advice.</p> <p>Councillor M J Jefferys expressed disappointment that the Working Group had not met since May 2014 and considered that Members should have been notified earlier of these issues and the resultant further delay in the Council being able to adopt these documents.</p> <p>Councillor W E Sadler also referred to the external advice from both the Consultants and Counsel and requested that the costs of this advice be provided. Officers agreed that this information would be provided to Members accordingly.</p> <p>That:-</p> <ol style="list-style-type: none"> 1. The content of the report be noted. 2. The Cabinet be recommended to agree to proceed with Option 2, as outlined in Report No LOP14/020, in preparing the Site Specific Allocations (SSA) and Single Issue Review (SIR) Local Plan (LP) documents. 	
284	<p><u>RED LODGE WASTEWATER TREATMENT/SEWERAGE CAPACITY STUDY (REPORT NO LOP14/021)</u></p> <p>The Planning Officer presented this report which explained that at the meeting of the Local Plan Working Group on 30 October 2013, it was recommended that Officers commissioned an independent review with regard to waste water treatment capacity at Red Lodge, to be able in part, to qualify (or otherwise), the position of Anglian Water, as relayed at that meeting.</p> <p>The key findings of this independent review were:</p> <ul style="list-style-type: none"> - The 2021 embargo (on development) was no longer required in terms of compliance with volumetric discharge consents/water quality targets. - The 2021 embargo was no longer required in terms of WRC hydraulic/process capacity. 	

	ITEMS OF BUSINESS	RECOMMENDATION
	<ul style="list-style-type: none"> - The sewerage network capacity was not considered to present a constraint to the proposed development (as identified within the emerging SIR LP) and did not warrant a 2021 embargo on further development. - The current proposed trajectory (as identified within the emerging SIR LP) offered sufficient timeframes for AWS to assess, investigate, design and commission additional capacity post 2021, as required. <p>Members also requested for a copy of the Study to be provided to Red Lodge, Tuddenham and Herringswell Parish Councils, for their information.</p> <p>Councillor W E Sadler expressed his view that the commissioning of this review had been unnecessary, as it was the responsibility of Anglian Water to ensure that the infrastructure was capable of meeting the required demand and requested that the costs of commissioning this Study be provided to Members. Officers stated that advice would be taken as to how the costs of this Study could be disseminated to Members.</p> <p>That the content of the Red Lodge Wastewater Treatment/Sewerage Capacity Study, as presented at Appendix A to Report No LOP14/021, be noted.</p>	NOTED
285	<p><u>FIVE YEAR HOUSING LAND SUPPLY (REPORT NO LOP14/022)</u></p> <p>The Senior Planning Officer presented this report which explained that an assessment had been undertaken of the five year supply of housing land in Forest Heath District as at 31 March 2013. This covered the period 1 April 2013 to 31 March 2018.</p> <p>This assessment demonstrated that Forest Heath had a 5.1 year supply of housing land, including a 5% buffer. This assessment was based on monitoring data at 31 March 2013 and included updates on the planning status of deliverable sites.</p> <p>The Officer referred to Page 97 of the report and reported on some minor amendments on the figures contained. These corrections did not affect the overall housing land supply figures (amendments highlighted in bold below):</p>	

	ITEMS OF BUSINESS	RECOMMENDATION
	<p><i>Five year supply addressing unmet supply since 2011</i></p> <p><i>Shortfall units 2011-2013</i> <i>Equates to (1,896/351 = 5.4)</i> <i>Plus 5% buffer (1,896/368.5 = 5.1)</i></p> <p>Members noted that as the period in which the five year land supply covered was as at 31 March 2013, Officers were now working on updating this information for publication in early 2015. If there were significant changes in the housing land supply, then this would be reported to the Local Plan Working Group, in the first instance.</p> <p>Members commended and congratulated Officers on the achievement of this five year housing land supply and associated buffer.</p> <p>That:-</p> <ol style="list-style-type: none"> 1. The content of the five year housing supply assessment as at 31 March 2013, as set out in the Appendix to Report No LOP14/022, be noted. 2. The five year housing supply assessment, as at 31 March 2013, be published for use in development management. 3. Officers to regularly update and publish a five year housing land supply assessment, for use in development management. Any significant changes to the housing land supply, to be reported to the Local Plan Working Group, in the first instance. 	<p>NOTED</p> <p>RESOLVED</p> <p>RESOLVED</p>
286	<p><u>ANY OTHER BUSINESS</u></p> <p>The following items of Other Business were raised:</p> <p>(a) <u>Brandon Relief Road</u> Councillor W J Bishop referred to the recent scoping report on the Brandon Relief Road, which was proposing a reduction in housing from 2,500 to 1,500. Councillor Bishop requested that Officers considered the detail of this latest report, in relation to the Site Specific Allocations for Brandon.</p> <p>(b) <u>Implementation of the Local Plan Process</u> Following on from Minute No 283. above, Councillor M J Jefferys requested for the Members of the Local Plan Working Group to be</p>	

	ITEMS OF BUSINESS	RECOMMENDATION
	<p>kept fully informed, at the earlier opportunity, of any delays with the implementation of the Local Plan process.</p> <p>(c) <u>Joint Development Management Policies Document – Main Modifications Consultation</u> Councillor W Hirst requested Officers to provide further information with regard to this consultation.</p> <p>The Place Shaping Manager explained that following the Examination in Public which had taken place in July 2014, the modifications as proposed by the Planning Inspector, had been received on 9 October 2014. These modifications were now subject to consultation and this was being held from 16 October 2014 to 27 November 2014.</p> <p>Representations on this consultation could be made both online and electronically. Representations must be specific and only relate to the proposed main modifications. If representations had been previously submitted during the pre-submission consultation, then the same documents did not need to be re-submitted as the Inspector would have already taken these into account through the Examination process.</p> <p>All valid representations would be passed, in full, to the Inspector for his consideration. The Inspector would decide if any additional hearing sessions were required and who may participate in such sessions.</p>	

Local Plan Working Group



Forest Heath
District Council

Title of Report:	Joint Development Management Policies Document - Planning Inspector's Report and Adoption	
Report No:	LOP/FH/15/001	
Decisions plan reference:	N/A	
Report to and dates:	Local Plan Working Group	28 January 2015
	Joint Development Management Policies Committee	11 February 2015
	Council	27 February 2015
Portfolio holder:	Rona Burt Portfolio Holder for Planning, Housing and Transport Tel: 01638 712309 Email: rona.burt@forest-heath.gov.uk	
Lead officer:	Marie Smith Strategic Planning Manager Tel: 01638 719260 Email: marie.smith@westsuffolk.gov.uk	
Purpose of report:	To note the content of the Inspector's report and to recommend to Joint Development Management Policies Committee that the Joint Development Management Policies Local Plan document and requisite supporting documentation are recommended for adoption by Full Council.	
Recommendation:	<p>The Local Plan Working group is asked to:</p> <p>(a) Note the content of the Inspector's report, (Appendix A); and</p> <p>(b) Recommend to the Joint Committee that:</p> <ul style="list-style-type: none"> • The Joint Development Management Policies Document (Appendix B), • Habitats Regulations Screening Assessments for Joint Development Management Policies Document, (Appendix C); and • Sustainability Appraisal for Joint 	

	<p align="center">Development Management Policies Document, (Appendix D)</p> <ul style="list-style-type: none"> District Policies Map and Town Centre Maps (Appendix E) <p align="center">are recommended for adoption by Full Council.</p>
<p>Key Decision:</p> <p><i>(Check the appropriate box and delete all those that do not apply.)</i></p>	<p><i>Is this a Key Decision and, if so, under which definition?</i></p> <p>Yes, it is a Key Decision - <input type="checkbox"/></p> <p>No, it is not a Key Decision - <input checked="" type="checkbox"/></p>
<p><i>The key decision made as a result of this report will be published within 48 hours and cannot be actioned until seven working days have elapsed. This item is included on the Decisions Plan.</i></p>	
<p>Consultation:</p>	<p>Two rounds of consultation have been undertaken on the Joint Development Management Policies Document as set out below:</p> <ul style="list-style-type: none"> Preferred Options Consultation (Regulation 18) – January 2012 – March 2012 Submission Consultation (Regulation 19) – October 2012 – December 2012 <p>During the various consultation stages the Councils invited a large number of people, organisations and groups to make representations. The comments received during the Regulation 18 consultation were used to inform the next stage of document preparation. The comments received during the regulation 19 consultation (the final stage of consultation) were forwarded to the Planning Inspector for consideration during the independent examination. The Inspector has made main modifications in relation to comments received where he feels this is necessary for soundness. In addition, the Councils have been able to make additional modifications for clarity and factual accuracy which are a direct result of some of the comments received during the final stage of consultation.</p>
<p>Alternative option(s):</p>	<p>There are two options open to the Council now that the Inspector’s report has been received:</p> <ul style="list-style-type: none"> i) Adopt the Joint Development Management Policies Document as amended by the main modifications suggested by the Inspector ii) Not adopt the Joint Development Management Policies Document <p>The implications for following one of the</p>

	<p>above options are assessed below:</p> <p>i) Adopt the Joint Development Management Policies Document as amended by the main modifications suggested by the Inspector</p> <p>By choosing to adopt the Joint Development Management Policies Document, the Council would be putting an essential part of the development plan for the area in place. It would place both authorities in a very strong position to provide guidance on the delivery and management of development in West Suffolk.</p> <p>ii) Not adopt the Joint Development Management Policies Document</p> <p>There are a number of implications if the Councils choose not to adopt the Joint Development Management Policies Document. The Councils have used extensive resources to develop the Joint Development Management Policies Document, the evidence base which supports it, and to provide for an independent examination into the document. Should the Councils decide not to adopt the Joint Development Management Policies Document the Councils will, in effect, be directing the authorities to start the process again.</p> <p>The National Planning Policy Framework (NPPF) requires each local planning authority to produce a local plan for its area. The JDMPD is a Local Plan document in its own right, and part of the suite of Local Plan documents for West Suffolk. The St Edmundsbury Replacement Local Plan (2006) and Saved Policies from the Forest Heath Local Plan (1995) provide a limited range of development management policies until replaced by up-to-date policies. Without updated development management policies that focus on locally important constraints and opportunities the Councils will be reliant on the NPPF and National Planning Practice Guidance.</p>
Implications:	
<i>Are there any financial implications? If yes, please give details</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<i>Are there any staffing implications? If yes, please give details</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<i>Are there any ICT implications? If yes, please give details</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

<i>Are there any legal and/or policy implications? If yes, please give details</i>		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If adopted, the Joint Development Management Policies Document would become part of the statutory Local Plan for the District.	
<i>Are there any equality implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Risk/opportunity assessment:		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
Risk area	Inherent level of risk (before controls)	Controls	Residual risk (after controls)
Failure to adopt the Joint Development Management Policies Document could inhibit the Council's ability to make appropriate decisions based on local planning policy	Medium	Adopt Joint Development Management Policies Document as statutory planning policy without delay.	Low
Ward(s) affected:		The Joint Development Management Policies Document affects all wards within the District.	
Background papers: <i>(all background papers are to be published on the website and a link included)</i>		i) Forest Heath District Council Paper COU13/617:13 March 2013 - Joint Development Management Policies Document Submission (https://democracy.westsuffolk.gov.uk/CeListDocuments.aspx?CommitteeId=172&MeetingId=1667&DF=13%2f03%2f2013&Ver=2) ii) St Edmundsbury Borough Council Paper D309: 26 February 2013 - Joint Development Management Policies Document Submission. (https://democracy.westsuffolk.gov.uk/CeListDocuments.aspx?CommitteeId=174&MeetingId=2039&DF=26%2f02%2f2013&Ver=2)	
Documents attached:		i) Appendix A (to follow) – Inspector's Report on the Examination into the Forest Heath and St Edmundsbury Joint Development Management Policies Document ii) Appendix B (to follow) – Joint Development Management Policies Document tracked changes document	

	<ul style="list-style-type: none">iii) Appendix C (to follow) – Habitat Regulations Screening Assessment <i>(due to the size of this document, this can be viewed (once available) via the following link:</i> https://democracy.westsuffolk.gov.uk/ieListDocuments.aspx?CIId=171&MIId=2786&Ver=4)iv) Appendix D (to follow) – Sustainability Appraisal for the Joint Development Management Policies Document <i>(due to the size of this document, this can be viewed (once available) via the following link:</i> https://democracy.westsuffolk.gov.uk/ieListDocuments.aspx?CIId=171&MIId=2786&Ver=4)v) Appendix E (to follow) – District Policies Map with Town Centre Maps for Newmarket, Mildenhall and Brandon
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1 Key issues and reasons for recommendation(s)

1.1 Background

1.1.1 National legislation and the National Planning Policy Framework (NPPF) set out a requirement for Councils to maintain an up to date set of local Planning policies for their areas. For Forest Heath, a number of policies have been retained from the Local Plan, (1995), and continue to influence development management decision-making. Subsequent to the adoption of the 1995 Local Plan, the Council prepared, published and ultimately adopted its Core Strategy in May 2010. St Edmundsbury adopted their Core Strategy shortly after Forest Heath in December 2010.

1.1.2 Following the adoption of the authorities' Core Strategies work commenced in 2011 on a joint document of Development Management Policies following the initial work already undertaken separately in the two authorities. Two consultations held in early and late 2012 were undertaken leading to approval from both Councils in 2013 to submit the document for examination (Papers D309 (St Edmundsbury) and COU13/617 (Forest Heath) refer). The document, together with all of the comments received during the final round of consultation, were submitted to the Secretary of State for examination by an independent Planning Inspector on 13 December 2013.

1.1.3 Examination hearings into certain matters were called and conducted by the Inspector during July 2014. During this time objectors were able to put to the Inspector why they considered the Joint Development Management Policies Document should be changed. Following the hearings, the Inspector asked that his recommended main modifications be the subject of public consultation. The Council conducted this consultation for period of 6 weeks ending November 2014.

1.1.4 The Council received the Inspector's report into the examination in January 2015. The receipt of the Inspector's report formally closes the examination and is the penultimate stage in the preparation of the Joint Development Management Policies Document. A copy of the Inspector's report will be circulated to all Members, (Appendix A - **to follow**), and made available to all those that commented on the Joint Development Management Policies Document and placed on the Council's website.

1.2 The Inspector's Report

1.2.1 A Planning Inspector was appointed to carry out an independent examination of the Plan to determine legal compliance and soundness and subsequently produce a report to the LPA with binding recommendations (if adopted).

1.2.2 The Inspector's role was to consider whether the Joint Development Management Policies Document complies with relevant legislation and is sound. The *National Planning Policy Framework* [NPPF] makes it clear that in order to be found sound a Plan must be:

- (a) **positively prepared** – based on a strategy which seeks to meet objectively assessed development and infrastructure requirements;
- (b) **justified** – the most appropriate strategy when considered against the

reasonable alternatives, based on proportionate evidence;
(c) **effective** – deliverable over its period and based on effective joint working;
and
(d) **consistent with national policy** – able to achieve sustainable development in accordance with the NPPF’s policies.

1.2.3 The Planning Inspector’s report concludes that, provided that a number of modifications are made to it. The main modifications are attached to the Inspector’s report at Appendix A. The Councils specifically requested that the Inspector recommend any modifications necessary to enable the document to be found sound and consequently adopted as a statutory local plan.

1.2.4 The examination process requires that the Inspector’s report and the main modifications are binding upon the Council, if it decides to adopt the Joint Development Management Policies Document. All of the main modifications suggested relate to matters discussed at the examination hearings. The purposes of the recommended modifications are summarised in the Inspector’s report.

1.2.5 The Council may need to make additional modifications to the document to reflect the changes to the policies. Section 23(3)(b) of the 2004 Planning and Compulsory Act allows such additional modifications to be made to the plan before adoption, and it is expected that this will be referred to in the Inspector’s report. It should also be noted that minor factual changes may need to be made to the document prior to publication. These factual changes do not materially affect the policies, and as such fall into the category of additional modifications.

1.2.6 In terms of process through committees St Edmundsbury Borough Council’s Sustainable Development Working Party is also considering the Inspector’s report on 28 January, and the Joint Development Management Policies Committee will consider this on 11 February. Subject to the outcome of these meetings formal adoption will be proposed at St Edmundsbury Council’s meeting on 24 February, and Forest Heath Council’s meeting on 27 February.

1.3 Final Joint Development Management Policies Document

1.3.1 A “Tracked Changes” version of the Joint Development Management Policies Document using ~~strikethrough~~ to indicate deletion and underline to indicate new text is being prepared (Appendix B - **to follow**). This document will include the main modifications required by the Planning Inspector and the additional modifications suggested by council officers.

1.3.2 If the Council is minded to adopt Joint Development Management Policies Document, it is this version that will be adopted and become part of the Local Plan to be used in the determination of planning applications. The District Council cannot pick elements of the main modifications and discard others. For the document to be sound the Inspector requires that all the main modifications must be incorporated, if the Council is to adopt the Joint Development Management Policies Document. Modifying a main modification or a policy that has not been changed through examination, would either go against the Inspector’s requirements or result in a policy that has not been the subject of examination.

1.4 Policies Map

Planning regulations require that a Policies Map is published as a separate document upon the adoption of a Local Plan document. The District Policies Map is attached with the Town Centre Maps for Newmarket, Mildenhall, and Brandon (Main Modifications MM47, MM48 and MM49) at **Appendix E (to follow)**.

1.5 Habitat Regulations Assessment (Screening) and Sustainability Appraisal

1.5.1 As a result of the modifications, the Habitat Regulations (Screening) Assessment (HRA) and the Sustainability Appraisal document have been updated.

1.5.2 The HRA considered the impacts of policies in the Joint Development Management Policies Document on sites of nature conservation interest and importance. The HRA report concludes that there will be no likely significant effects due to the policies included in the Plan. The HRA report is attached at **Appendix C (to follow) and will be available via the following link:**

<https://democracy.westsuffolk.gov.uk/ieListDocuments.aspx?CIId=171&MIId=2786&Ver=4>

1.5.3 The conclusions of the Sustainability Appraisal report are that the main modifications are non-material to the SA, had already been considered in the SA, result in non-significant changes to the effects that had been identified or strengthen the significance of the positive effects that had been identified. These are positive outcomes from a sustainability perspective. The Sustainability Appraisal report is attached at **Appendix D (to follow) and will be available via the following link:**

<https://democracy.westsuffolk.gov.uk/ieListDocuments.aspx?CIId=171&MIId=2786&Ver=4>

Local Plan Working Group



Forest Heath
District Council

Title of Report:	Revised Local Development Scheme Programme Chart - January 2015	
Report No:	LOP/FH/15/002	
Decisions plan reference:	N/A	
Report to and dates:	Local Plan Working Group	28 January 2015
	Cabinet	17 February 2015
Portfolio holder:	Rona Burt Portfolio Holder for Planning, Housing and Transport Tel: 01638 712309 Email: rona.burt@forest-heath.gov.uk	
Lead officer:	Marie Smith Strategic Planning Manager Tel: 01638 719260 Email: marie.smith@westsuffolk.gov.uk	
Purpose of report:	<p>The Planning and Compulsory Purchase Act (2004), as amended by the Localism Act (2011) and the Town and Country Planning (Local Planning) (Regulations) (2012) places a requirement on Local Planning Authorities to produce and keep up-to-date a Local Development Scheme.</p> <p>The Local Development Scheme (LDS) explains how and when the Council will prepare, consult, adopt and review its Local Development Plan Documents which will together comprise of the Local Plan for Forest Heath District Council and/or St Edmundsbury Borough Council.</p> <p>A Joint LDS was agreed by Forest Heath District Council and St Edmundsbury Borough Council Cabinets in July 2013. The Local Plans Working Group then agreed for publication an update to the Local Development Scheme programme chart in May 2014.</p> <p>Following the Cabinet decision (9 December 2014) to</p>	

	<p>prepare the Core Strategy Single Issue Review and Site Specific Allocations Local Plans in tandem, a further update the Local Plan timetable is now required and it is also necessary to roll forward the programme to 2017.</p> <p>Working Paper 1 forms the updated LDS programme chart 2015 – 2017.</p>
Recommendation:	<p>It is <u>RECOMMENDED</u> that the Local Plan Working Group:</p> <p>(1) resolves to agree and publish the updated West Suffolk Local Development Scheme programme chart (Working Paper 1).</p>
<p>Key Decision:</p> <p><i>(Check the appropriate box and delete all those that do not apply.)</i></p>	<p><i>Is this a Key Decision and, if so, under which definition?</i></p> <p>Yes, it is a Key Decision - <input type="checkbox"/></p> <p>No, it is not a Key Decision - <input checked="" type="checkbox"/></p>
<p><i>The key decision made as a result of this report will be published within 48 hours and cannot be actioned until seven working days have elapsed. This item is included on the Decisions Plan.</i></p>	
Consultation:	<ul style="list-style-type: none"> • None associated with this report.
Alternative option(s):	<ul style="list-style-type: none"> • There are two options open to the Council for progressing the Core Strategy Single Issue Review and Site Specific Allocation Local Plans. Following Cabinet (9 December 2014), Members resolved to prepare the Local Plans in tandem therefore the Local Development Scheme has been revised and updated accordingly.
<p>Are there any financial implications? <i>If yes, please give details</i></p>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<p>Are there any staffing implications? <i>If yes, please give details</i></p>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<p>Are there any ICT implications? <i>If yes, please give details</i></p>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<p>Are there any legal and/or policy implications? <i>If yes, please give details</i></p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <ul style="list-style-type: none"> • There is a requirement for Local Planning Authorities to produce a LDS under section 15 of the Planning and Compulsory Purchase Act 2004 as amended by the Localism Act 2011 and the Town and Country Planning (Local Planning (England) Regulations 2012.
<p>Are there any equality implications? <i>If yes, please give details</i></p>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Risk/opportunity assessment:		The Local Development Scheme (June 2013) chapter 8 includes a risk assessment that could affect the Councils ability to deliver the Local Plan(s) in accordance with the programme. Actions to manage the risks have also been identified. Failure to produce an up to date Local Plan programme may result in an unsound development Local Plan or a legal challenge.	
Risk area	Inherent level of risk (before controls)	Controls	Residual risk (after controls)
Significant public opposition	High	Local Plan documents have the potential to be highly contentious. Whilst every effort will be made to build cross-community consensus, there is a high risk of significant public opposition.	Medium
Loss of Staff	Medium	The structure and staffing levels within the Place Shaping Team will be constantly monitored and reviewed to ensure that the appropriate level of skills and resources are maintained.	Low
Financial shortfall	Medium	In the short/medium term, the Council has allocated funds through its Financial Services Planning process to allow for the preparation of the Local Plan. In the longer term, should costs increase, a review of the financial allocation will be required.	Low
Changing Political Priorities	Medium	Proposals are discussed with Members of all parties via a variety of means, the Local Plans Working Group, Sustainable Development Working Party Committee etc). This helps build consensus and reduce the likelihood	Low

		of wholesale change of direction from local politicians.	
Legal Challenge	High	As a measure of last resort anyone may issue a legal challenge within six week of adoption of the Local Plan. Officers will continue to seek to ensure that local plan documents are prepared within the legal framework in order to reduce the risk of successful legal challenge.	Medium
Ward(s) affected:		All Wards are affected.	
Background papers: <i>(all background papers are to be published on the website and a link included)</i>		West Suffolk Local Development Scheme 2013 – 2015 http://www.westsuffolk.gov.uk/planning/Planning_Policies/upload/LocalDevelopmentSchemeJointJun2013.pdf	
Documents attached:		<i>Working Paper 1: West Suffolk Local Development Scheme Programme Chart Update 2015 – 2017</i>	

1. Key issues and reasons for recommendation(s)

1.1 Background

- 1.1.1 Previously, a joint Local Development Scheme was prepared and agreed by Members in Forest Heath and by Members in St Edmundsbury in June 2013. An update to the Local Development Scheme Appendix A programme chart was subsequently agreed by Members in May 2013.
- 1.1.2 The Local Development Scheme uses a project management approach to prepare the various parts of the Council(s) Local Plan(s). The programme is measured by 'milestones' which highlights the need to revise the published timetable.
- 1.1.3 The programme for the preparation of the Local Development Plans documents requires updating; all of the Local Development Plan documents identified in the Local Development Scheme 2013 – 2015 require a revised timetable and Working Paper 1 is the revised programme chart including milestones to replace the West Suffolk Local Development Scheme (June 2013) Appendix A programme chart and the subsequent May 2014 programme chart update.

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Local Plan Working Group



Forest Heath
District Council

Title of Report:	West Suffolk Shop Front and Advertisement Design Guide: Consultation Responses and Adoption	
Report No:	LOP/FH/15/003	
Decisions plan reference:	N/A	
Report to and dates:	Local Plan Working Group	28 January 2015
	Cabinet	17 February 2015
	Council	27 February 2015
Portfolio holder:	Rona Burt Portfolio Holder for Planning, Housing and Transport Tel: 01638 712309 Email: rona.burt@forest-heath.gov.uk	
Lead officer:	Marie Smith Strategic Planning Manager Tel: 01638 719260 Email: marie.smith@westsuffolk.gov.uk	
Purpose of report:	To consider consultation responses and proposed modifications to the West Suffolk Shop Front and Advertisement Design Guide (WSSFDG) and to recommend to Cabinet that the Design Guide is recommended to Full Council for adoption as a Supplementary Planning Document.	
Recommendation:	<p>The Local Plan Working group is asked to:</p> <p>(a) Note the content of this report.</p> <p>(b) Recommend to Cabinet that:</p> <ul style="list-style-type: none"> • The West Suffolk Shop Front and Advertisement Design Guide with suggested amendments are recommended to Full Council for adoption as a Supplementary Planning Document. • Officers be given delegated power to edit/insert images as part of the final document publishing process. 	

Key Decision: <i>(Check the appropriate box and delete all those that do not apply.)</i>	Yes, it is a Key Decision - <input type="checkbox"/> No, it is not a Key Decision - <input checked="" type="checkbox"/>
<i>The key decision made as a result of this report will be published within 48 hours and cannot be actioned until seven working days have elapsed. This item is included on the Decisions Plan.</i>	
Consultation:	The Draft West Suffolk Shop Front and Advertisement Design Guide (WSSFDG) and accompanying Screening Statement underwent a public consultation from 24 November 2014 to 9 January 2015. The consultation was carried out in line with the adopted Joint Statement of Community Involvement. Copies of the documents were available on the Councils' website and could be inspected at the Councils' principal offices. Letters were sent to statutory consultees, parish councils, adjoining councils and relevant selected interest groups, individuals and bodies from the planning policy consultation database.
Alternative option(s):	<p>i) Adopt WSSFDG with the amendments suggested in the report below. Implication: By choosing to adopt the WSSFDG the Council would place both local planning authorities in a strong position to deliver well designed shopfronts and advertisements across West Suffolk.</p> <p>ii) Not adopt the WSSFDG. Implication: The Councils position will be weakened when negotiating new shopfronts and advertisements through the development control process and any subsequent appeal.</p> <p>iii) Make significant further amendments which materially affect the content of the document. Implication: Any significant amendments would entail another round of consultation, with any responses considered by members before adoption. This would cause considerable delay as resources in planning policy will be focused on the main local plan documents.</p>
Implications:	
<i>Are there any financial implications? If yes, please give details</i>	Yes <input checked="" type="checkbox"/> Publishing Costs
<i>Are there any staffing implications? If yes, please give details</i>	No <input checked="" type="checkbox"/>

<i>Are there any ICT implications? If yes, please give details</i>		Yes <input checked="" type="checkbox"/> Document will be placed on the Council's website.	
<i>Are there any legal and/or policy implications? If yes, please give details</i>		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> The WSSFDG SPD must be prepared in line with the Town and Country Planning (Local Planning) (England) Regulations 2012. Once adopted the SPD will supplement the policies in the Development Management Policies Document.	
<i>Are there any equality implications? If yes, please give details</i>		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Risk/opportunity assessment:		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
Risk area	Inherent level of risk (before controls)	Controls	Residual risk (after controls)
Failure to adopt the WSSFDG SPD could leave the councils with less control over shopfronts and advertisements.	Medium / High	Adopt WSSFDG as SPD.	Low
Ward(s) affected:		The WSSFDG affects all wards in West Suffolk.	
Background papers: <i>(all background papers are to be published on the website and a link included)</i>		i) West Suffolk Shop Front and Advertisement Design Guide (Consultation Draft October 2014) with tracked amendments (see below).	
Documents attached:		i) Appendix - West Suffolk Shop Front and Advertisement Design Guide (Consultation Draft October 2014) with tracked amendments.	

Key issues and reasons for recommendation(s)

1.1 Background

1.1.1 The West Suffolk Shop Front and Advertisement Design Guide (SFDG) has been drafted as a Supplementary Planning Document (SPD) to support the policies of each local planning authorities (LPA) Core Strategy and the Development Management Policies Local Plan Document which in themselves relate to all three priorities contained within the West Suffolk Strategic Plan, (2014-16).

1.1.2 This Supplementary Planning Document (SPD) will provide detailed guidance on the design of new and replacement shop fronts throughout West Suffolk. The guidance covers matters such as general design principles; materials and colour; signage and lighting; blinds and canopies; and security measures for retail and other commercial properties.

1.2 Consultation

1.2.1 Joint Cabinet Planning and each Councils respective Cabinet agreed a public consultation draft of the WSSFDG SPD in October 2014.

1.2.2 The public consultation took place between 24 November 2014 and 9 January 2015. The consultation was carried out in line with the adopted Joint Statement of Community Involvement. Copies of the documents were available on the Councils' website and could be inspected at both Councils' principal offices. Letters were sent to statutory consultees, parish councils, adjoining councils and relevant selected interest groups, individuals and bodies.

1.2.3 Nine responses were received to the consultation. The comments have been summarised below in italics followed by a suggested Council response and amendment, if considered appropriate, for Members consideration. Full copies of the responses to the consultation can be obtained from the planning department on request.

- **Anglia Water, Natural England and Environment Agency**

i) No Comment.

Council Response – Noted.

- **Bury St Edmunds Society**

i) The Society generally welcomes this proposed Design Guide and especially like the specific examples of good and bad designs as well as the inclusion of Design Principles.

Council Response - Noted and welcomed.

ii) Para 8.0 - We query whether the section on lighting is too vague. To avoid confusion we suggest that Design Principle 3 specifically states that no illuminated signs will be permitted in the Bury St Edmunds Town Centre Conservation Area.

Council Response –The guidance in the SPD cannot go beyond the requirements of the relevant Local Plan Policies. These are referenced in Section 8, Design Principle 3. Policy DM17 of the Joint Development Management Policies Local Plan Document which deals with Conservation Areas states ‘...internally illuminated signs and externally lit signs will not normally be granted consent. Where it can be demonstrated that a premise relies principally on trading after dark externally illuminated signs sympathetic to the character of the building and the surrounding area may be permissible.’ No modifications have been proposed to this section of Policy DM17 to date.

iii) Para 8.9 - Hanging signs are often added to buildings without a fascia – so we suggest reference is made to cill levels of upper floor windows. We also suggest that over-riding justification should be required to erect a new hanging sign in Bury St Edmunds town centre.

Council Response – The term ‘fascia level’ in para 8.9 is intended to apply to buildings either with or without a shopfront. Well designed and located hanging signs add interest to the street scene and the restriction of only allowing one sign per building combined with the need for advertisement consent and/or listed building consent is considered sufficient to control inappropriate signage.

iv) Para 9.0 - We suggest reference be made to ‘A’ boards, banners, street tables/chairs and storage of display goods on the pavement. We understand these items to be under the control of the County Authority but all of them are currently causing very real concern in our town and so we consider should be referred to in the Design Guide.

Council Response – Noted. It is agreed that this is an issue that needs addressing and that planning, licencing, enforcement, economic development, town centre management, SCC, retailers and civic groups should all be involved. Rather than delay adoption of the shopfront SPD it is suggested this issue is advanced independently either as a separate SPD or as an appendix to be added at a later date to the WSSFDG.

- **English Heritage**

i) The document identifies the components of a traditional shop front and many of the common issues that arise when existing shops are refurbished and/or extended. The guidance will help ensure appropriate treatment of shop fronts and associated advertising in historic town centres and is therefore to be welcomed.

Council Response – Noted and welcomed.

ii) There are similarities between this draft document and the guidance recently adopted by Peterborough City Council including a number of shared images, and it would be appropriate to acknowledge Peterborough and/or credit their images.

Council Response – Suggested Amendment: Amend the draft SPD to credit any of Peterborough City Councils images or source new

images if low quality and reference their guidance in the bibliography.

iii) The caption to the photograph on page 23 might also note that the fascia has been crudely inserted below the original cornice, and that such unsympathetic insertions are not recommended or supported by the guide.

Council Response – Suggested Amendment: Amend the caption in the draft SPD or source a new image.

- **Haverhill Town Council**

i) Haverhill Town Council supports the principle of such a guide.

Council Response - Noted and welcomed.

ii) ...the document perhaps overly-focuses on conservation, rather than creating a successful shopping centre, which is more relevant to newer towns. The photography and drawings within the guide certainly appear dominated by Victorian shop fronts... a more balanced set of photographs showing what is acceptable from modern shopping areas would provide clarity for all of West Suffolk...

Council Response – Suggested Amendments: review photos to provide a more even balance between traditional and modern shopfronts.

Para 6.8 of the WSSFDG deals with modern shopfronts and encourages good modern designs in the right context. Add new text to the end of the second paragraph to read: 'A good modern design can be achieved by reinterpreting traditional shopfront features in a modern way to create a quality contemporary shopfront appropriate to both the street and the host building.'

Add new text after para 6.8 (and re number accordingly) entitled 'New Shops' to read:

'6.9 New shops and shopping centres give the opportunity to design a shop front as an integral part of the street and new building. High quality, inclusive and innovative designs which respond to the local context and raise the standard of design in the area are likely to be supported. Poorly designed new shops or centres that fail to take the opportunities available for improving the character and quality of an area and the way it functions are unlikely to gain permission. In new developments the shopfront should be a key element of a new buildings design. This should normally include a main frame, which is a fascia supported by pillars and stallriser to anchor the shopfront to the ground. Each of these traditional features can be interpreted in a contemporary way as part of a modern design solution. The proportions of the frame should relate to the whole building in which it is placed and the adjacent buildings as it will contribute to the streets façade and rhythm. Attention to detail, a limited palette of materials and colours together with quiet, respectful and sympathetically proportioned advertising will normally

help to create quality in a shopping street.'

iii) The design principles themselves are good, clear and are to be commended.

Council Response – Noted and welcomed

iv) Security shutters make a good surface for graffiti which although hidden when the blind is retracted has a negative impact on the night-time streetscene. Some reference in 10.1 to a surety being lodged with the local authority to ensure shutters are cleaned by the owners may be worthwhile.

Council Response – Graffiti on private property is the responsibility of the owner. The Council can provide graffiti removal services for a charge, and in the worst case scenario, if adversely affecting public amenity, use its powers to have it removed via a Section 215 notice.

v) How does the Council propose to review this document and update adoption of it?

Council Response – The document can be reviewed as and when necessary. Any proposed amendments which materially affect the content of the SPD will be put out to consultation in line with the SCI.

vi) Will the Council get together with other local authorities to write to companies selling shop franchises warning them on a national scale that shop front design guides are to be enforced?

Council Response – No. Bodies such as the Historic Towns Forum and English Heritage promote guidance on a national level. The level of enforcement is a matter for individual authorities to decide and the onus is on any applicant to ensure their proposed signage and / or shopfront complies with both national and local guidance.

vii) Will the Council undertake to enforce the guide where future transgressions are found?

Council Response – The guide will be enforced where an enforceable breach has taken place and it is expedient to do so.

viii) How will existing owners know whether their shop-front meets expectations? Will the Council commission town and parishes to carry out local reviews of shopping areas to advise what premises are considered to comply with the guide and which ones do not, for the benefit of existing owners considering change and giving the broadest possible steer to future applicants?

Council Response – Although existing owners can use the WSSFDDG to assess their shop front it cannot be enforced retrospectively if the existing frontage has consent. The guide will be used to inform design choices at the pre application/application stage when a change of shopfront or new shop is being proposed.

- **Our Bury St Edmunds BID**

i) No specific comments - the proposal seems eminently sensible.

Council Response - Noted and welcomed.

- **Suffolk County Council**

i) ...This document can make an important contribution to managing change on West Suffolk's High Streets, improving the quality of the built environment and the town centre retail 'offer'... The County Council has reviewed the document in relation to its service responsibilities and, in those respects, supports the document in its current form.

Council Response - Noted and welcomed.

ii) Illuminated signs may have an impact on the highway. In such cases, the County Council has luminance standards which would need to be applied. These are currently being updated. It may be appropriate for the SPD to refer to this matter as a consideration.

Council Response – Suggested Amendment: Section 8 of the draft WSSFDG 'Signage and Lighting' be amended to reference the need to consult SCC regarding luminance standards.

iii) The document could help to promote age-friendly environments. Suffolk has an increasing aging population and older people are more likely to be affected by physical and cognitive impairments. There are no hard and fast rules in relation to design for an ageing population, but if appropriate the following could be put in the SPD as encouragement, rather than requirements:

- *Design for access should recognise the likelihood of an increasing number of older people.*
- *Colour and contrast can be used to assist people with visual impairments, for example in identifying doorsteps. Lighting is important, but glare can be problematic.*
- *Distinctive designs can support way finding when they remain consistent for significant periods of time.*

Council Response:

It is considered Para 6.16 adequately addresses this issue stating that the needs of all members of the public should be taken into account and referencing the relevant legislation. Given the relatively transient nature of many businesses / corporate images it is not thought appropriate to encourage distinctive shopfronts to assist way finding.

- **Suffolk Preservation Society**

i) The SPS commend West Suffolk on this well produced and very useful document.

Council Response - Noted and welcomed.

ii) We note the various use of the terms: heritage assets, listed buildings, conservation areas and buildings of local interest. It may be clearer if a more consistent use of the generic term "heritage asset" was applied throughout the document when referring to instances when a tighter level of control would be applied.

Council Response – Suggested Amendment It is considered the terms 'listed building' and 'conservation area' are more widely recognised than the term 'heritage asset' and should remain. However definitions of 'listed buildings' and 'buildings of local interest' will be added to the glossary to assist clarity.

iii) The SPS would encourage a greater emphasis on high quality contemporary design in commercial uses, especially outside of sensitive areas. This might be achieved by including a separate section on contemporary shop front design.

Council Response – See Suggested Amendment in response to Haverhill Town Council point ii) above.

1.3 Other Suggested Amendments:

1.3.1 A number of the lower quality photos in the draft SPD will be replaced with higher quality images illustrating the same point and further images added to fill any 'white space' created by amendments before publication of the adopted document.

1.3.2 Section 2 'Planning Policy Context' will be updated to take account of any changes made to the Joint Development Management Local Plan Document.

1.3.3 A "Tracked Changes" version of the Consultation Draft WSSFDG is attached with strikethrough used to indicate deletion and underlining used to indicate new text. This document has been amended in Microsoft word to save unnecessary design costs, however the final document will be reformatted and desktop published to give a consistent and higher quality layout.

1.4 Next Steps

1.4.1 In terms of process through committees St Edmundsbury Borough Council's Sustainable Development Working Party is also considering the WSSFDG on 28 January 2015. The document will then progress to be considered by each authorities February Cabinet meeting. Subject to the outcome of these meetings formal adoption of the Supplementary Planning Document will be proposed at St Edmundsbury Council's meeting on 24 February 2015, and Forest Heath Council's meeting on 27 February 2015. A statement of adoption will then be prepared and sent to any interested parties and the adopted West Suffolk Shop Front and Advertisement Design Guide published on the Councils website and in hard copy. Once adopted the Design Guide will be used as a material consideration when determining applications for new shopfronts and advertisements.

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West Suffolk Shop Front and Advertisement Design Guidance

Consultation Draft ~~October 2014~~ February 2015

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1. Introduction

This supplementary planning document provides guidance to improve the general standard of shop front design and advertisements throughout West Suffolk. It aims to provide an understanding of the design of shop fronts and advertisements that the local planning authorities in West Suffolk will support when reaching a decision on any planning application or application for advertisement consent.

A shop front is a retailer’s window to present the best possible advertisement for their business. It creates the first impression of the trade with potential customers. A good shop front should add interest to the street scene, attracting shoppers and encouraging them to stay and spend. This guidance offers advice on appropriate alterations to traditional shop fronts in West Suffolk’s historic retail areas whilst not stifling modern innovative designs where suitable.

Good design and a high quality environment go hand in hand. A carefully designed and eye-catching shop front is good for business and can make a positive contribution to the character of the street and the vitality of our retail areas. Conversely, a poorly designed shop front can be visually intrusive and harm the retail area. An attractive shopping street is good for all.

In this guide the term ‘shop’ is defined as any commercial premises having a fascia sign or display window, including non-retail premises such as banks, public houses, betting offices, amusement centres, restaurants, takeaways, estate agents, building societies and other businesses in a shopping area.

This guide was adopted by Forest Heath District Council on **/**/15 and St Edmundsbury Borough Council on **/**/15 as a Supplementary Planning Document (SPD). It forms part of both councils’ planning policy framework, supplementing the design and conservation policies of each council’s Core Strategy and the Joint Development Management Policies Local Plan Document as detailed in section 2 below. As such, it is a material consideration in the determination of planning and advertisement applications.



2. Planning policy context

- 2.1 The context for this design guide is set by policies in the Forest Heath and St Edmundsbury Local Plan Joint Development Management Policies Document (Adoption Date). The following policies are of particular relevance:
- a. Policy DM38 (Shop fronts and advertisements) states: 'Proposals to alter an existing shop front or create a new shop front, including the installation of external security measures, advertisements or canopies, or advertisements proposed in any other location, must preserve or enhance the character and appearance of the building or location of which it forms a part, and the street scene in which the proposal is located, and must not adversely affect amenity and / or public safety. Advertisements unrelated to the site on which they are displayed will not normally be permitted.'
 - b. Policy DM35 (Proposals within town centre boundaries) requires in criteria (b) any proposal to retain or provide a shop front with a display function and entrances which relate well to the design of the host building and the street scene and its setting in terms of materials, form and proportions.
 - c. Policy DM18 (Conservation areas) states: 'New shop fronts, fascias, awnings, canopies, advertisements and other alterations to commercial premises must be of a high standard of design which respects the character of the Conservation Area and the building to which they relate. Standardised shop fronts, unsympathetic 'House' signs, projecting box signs, internally illuminated signs and externally lit signs will not normally be granted consent. Where it can be demonstrated that a premises relies principally on trading after dark, externally illuminated signs sympathetic to the character of the building and the surrounding area may be permissible.'

Note: The above policies are taken from the Submission Joint Development Management Policies Document and may be subject to change before adoption. (Delete note and amend DM Policies if appropriate as a result of Inspectors Report)

- 2.2 These policies seek to strike an appropriate balance between the need for development, the conservation of historic shop fronts and encouraging high quality inclusive design while not preventing appropriate innovation in accordance with national policy in the National Planning Policy Framework. This design guidance supplements these policies with advice and specific design principles. Proposals for new or altered shop fronts and advertisements are likely to meet the requirements of the Local Plan policies if they satisfy all of the design principles and accompanying guidance in this document.

3. The need for permission

- 3.1 Most alterations to shop fronts will require approval under the Planning Acts, Advertisement Regulations and Building Regulations. More than one type of consent may be required. Before making any alterations, contact Planning Services to check if consent is needed (see section 12).

Planning permission

- 3.2 Planning permission will be required for any alterations that materially affect the external appearance of a shop front, such as the replacement of the shop front or frame, changes to the fascia, the installation of external security shutters and grilles, the installation of a canopy, blind or awning, or illuminated signs. Permission is also needed for changes to the materials used. Works that do not materially affect the appearance of the shop front, such as repainting in an appropriate colour and maintenance, do not require planning permission.

Listed building consent

- 3.3 Any alterations to a listed building, both externally and internally, require listed building consent if the works affect the character or appearance of the building. This can include small changes to features such as doors, decorative details, and fire and burglar alarms. It is always advisable to contact our Conservation Team for advice on works to a listed building (see section 12).

Advertisement consent

- 3.4 Consent is required for most advertisement works, such as installing a new fascia or projecting sign, or changing the materials or colour of a sign. Most illuminated signs require advertisement consent. In conservation areas and on listed buildings all illuminated signs require consent.

The regulations can be complex and it is advisable to seek advice from the duty planning officer, Planning Services (see section 12).

Building regulations

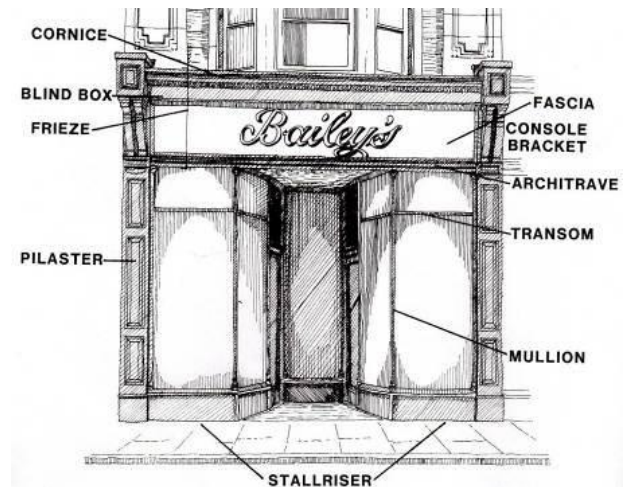
- 3.5 In addition to planning and advertisement consent, certain works to shop fronts need to comply with building regulations legislation – for example, if work involves structural alterations, alterations to access and approach, or if there are implications for fire escape.

Pre-application advice

- 3.6 It is recommended that before submitting any application to carry out works, you discuss your proposal with Planning Services. This will ensure that your proposal is appropriate and increase the chance of obtaining permission. Full details are available on our website: www.westsuffolk.gov.uk

4. Parts of a shop front

- 4.1 Shop fronts are composed of functional parts which together form a complete visual composition. Each part has a specific role. These apply equally to any period of construction, not just shop fronts on historic buildings or in conservation areas. They are a sound basis for designing a new shop front, including a modern design. The key parts of a traditional shop front are:



Cornice, frieze, fascia, architrave and console bracket (entablature)

(Source new dia. showing elements of modern / traditional shopfronts)

- 4.2 The frieze or fascia board is located across the shop between the console brackets at the top of the pilasters. This is the place for the shop name and was traditionally angled towards the street to be easily read.

At the top above is a cornice which provides a distinctive horizontal divide from the upper floors. A projecting moulded cornice protects the fascia and shop below from rainwater runoff. A horizontal moulding known as an architrave runs along the bottom of the fascia. Decorative carved console brackets form 'bookends' to the fascia between the cornice and pilaster. They help frame the fascia and add vertical rhythm to the shop front. All these elements above the shop window are known as the entablature.

Pilasters and stall riser

- 4.3 Pilasters form the uprights either side of the shop front, give vertical framing and visual support to the fascia and upper floors and help to visually frame the shop front. They comprise a plinth, a column the height of the window and a console bracket. A pilaster establishes a visual separation between neighbouring properties. The stall riser forms a solid visual base to the shop front and gives protection to the glazed area above; it is often constructed of stone, brick, render or paneled timber.

Windows

- 4.4 Windows are subdivided by transoms and mullions to form horizontal and vertical divisions. Vertical divisions often reflect the vertical division of the upper floors. The cill supports windows and, like the stall riser, provides protection.

Entrance

- 4.5 The entrance is typically centrally located and from the late 19th century often became recessed to give visual interest, shelter and maximise display space.

5. Design principles

- 5.1 A shop front should project the best possible image of the business. It needs to display goods or services effectively and attract customers. It is in the shop owner's interest to make sure that the shop front is well-designed and makes a positive contribution to the street. Attractive shopping streets that provide a pleasing shopping experience will lead to higher custom.
- 5.2 In the past, most shop fronts were designed as an integral part of the building and based on classical proportions, with the various elements forming a balanced composition with the building. While we have some excellent shop fronts in West Suffolk, others have been harmed by unsympathetic alterations and are out of keeping with the building and the street scene.
- 5.3 This guide does not set out to prescribe specific styles and is not intended to restrict ideas, but to encourage appropriate high quality sympathetic design. The style which a new shop front should take will vary depending on the age and type of the building. A well designed shop front will complement the building and enhance the character of the street.

For a shop front to be successfully integrated into its surroundings it is important to follow certain established design principles.

The street scene

- 5.4 Consider the impact of the design on the character of the street. Proportions, materials and details should maintain and reflect the variation of nearby buildings. The shop front should not dominate its surroundings.

The building

- 5.5 Consider the shop front as part of the whole building. A well designed shop front will harmonise with the style and proportions of the building. Good guidance can be obtained from looking at the style and proportions of the building and any surviving fabric and historic photographs, looking at neighbouring buildings and other sympathetic shop fronts on similar buildings in the area.



6. Design approach

Design principle 1: Design approach

- a. Assess the appropriateness of repair and the opportunity for enhancement.
- b. If a new shop front is required the design should take account of the architectural style of the building and the street scene and include:
 - pilasters (for visual separation between shop fronts), a cornice (for visual support and enclosure) and a stall riser (for a visual base); and
 - a fascia which:
 - is in proportion to the building;
 - does not extend below the bottom of the console bracket or above the ground floor ceiling level;
 - does not obscure any architectural detailing;
 - aligns with adjacent fascias, if part of a group;
 - is not a projecting box design.

- 6.1 Having made an appraisal of the building and its surroundings, it is important to consider the design approach to follow.
- 6.2 The removal of a traditional shop front that is part of a listed building or within a conservation area will not be permitted if it is appropriate to the building or is of architectural or historic interest in its own right.
- 6.3 Where an existing shop front is sympathetic to the building or of historic interest it should be refurbished and repaired rather than replaced. Traditional detailing should be conserved. Where an original shop front has been altered, much of the architectural framework, such as pilasters or fascias boxed in and hidden by later work, often survives and this can be revealed.
- 6.4 The local planning authority will encourage owners firstly to repair original shop fronts if they are sympathetic to the building; secondly to repair or re-establish the traditional architectural frame of a shop front if it has been concealed but still survives; and lastly to propose a well proportioned, high quality, modern design if repair, restoration or re-establishment are not feasible.

Traditional shop fronts

- 6.6 Where there is evidence of the original shop front on older buildings, the reinstatement of a traditional design is encouraged. This approach is normally called for in within conservation areas, on listed buildings or buildings of local interest.
- 6.7 A traditionally designed shop front will have a timber architectural framework around the shop front of pilasters, with capital and plinth, console bracket, cornice, fascia and stallriser framing the display windows and giving visual support to the upper floors. The shop window will

typically include timber vertical mullions and a transom rail at door head height with transom lights above. The entrance door is normally set back from the edge of the pavement.



Examples of traditionally designed shopfronts retaining original detail



Traditional designed shop front retaining original detail

Poorly designed shopfront

Modern shop fronts

- 6.8 In some locations a modern shop front will be appropriate and new shop fronts of a high quality and innovative design are encouraged. Good modern designs are often based on the re-interpretation of traditional forms. A design could be developed within the traditional architectural framework or within a new shop frame that re-interprets the proportions of adjacent shop fronts in a contemporary way. The surround should look capable of supporting the upper floors and the design should add visual interest to the street.

A modern design can sometimes be successfully incorporated into traditional building facades where careful consideration is given to the age, style and proportions of the building, as well as materials and craftsmanship. A good modern design can be achieved by reinterpreting traditional shopfront features in a modern way to create a quality contemporary shopfront appropriate to both the street and the host building.



Examples of modern shopfronts

(Insert new para 6.9 'New Shops' – See page 15 and renumber subsequent paras accordingly)

Scale, height and proportions

- 6.9 The scale, height and proportions of a shop front should be in proportion with the building as a whole. The shop front and any upper floors should work together rather than separately.

Vertical sub-divisions should be used to retain the appearance of separate shops. This can be done by retaining dividing pilasters and respecting differences in adjacent fascias and stall risers. Individual fascias should be used. (Credit photo or use example from West Suffolk)



Where a shop front covers more than one building or facade, shop fronts should be individually designed for each unit of facade. Where a shop straddles two different buildings, the shop fronts can abut on the line of the party wall with a double pilaster and use common colour schemes and materials (illustrated overleaf).



*Shopfront unsympathetic to building
(Consider redrawing or sourcing new illustrations)*

Shopfront straddling two buildings

Poor quality shop fronts can erode local character and provide an unattractive place for visitors to shop. Long unbroken shop fronts do not respect the character of the building and have little visual appeal.



Shopfronts designed in sympathy with the building



Shopfronts in sympathy with the buildings above using a common colour scheme

Well-designed shop fronts improve the shopping experience and enhance their surroundings. A sympathetically-designed shop front will enhance a building and restore its architectural unity.

Fascia and detailing

- ~~6.10~~ The fascia is the most important part of a shop front as it provides the space for advertising. It should be well proportioned and typically be no deeper than 1/5th of the height of the shop front. A fascia should not obscure any existing architectural features; extend above the ground floor ceiling level or across more than one building.
- ~~6.11~~ Oversized fascias have an unattractive, heavy and dominant appearance. They harm the proportions of a shop front and are often used to conceal suspended ceilings within the shop. The change in level can be overcome through transom lights with opaque glass or setting the suspended ceiling back inside the shop and splayed.
- ~~6.12~~ Moulded cornices should have a detailed lead flashing for weather protection and, if appropriate with the Development Management Policies mentioned in section 2 and the projection is sufficient, can be used to incorporate discreet lighting.
- ~~6.13~~ Modern projecting box fascias detract from the appearance of a shop front and are usually unsympathetic to the street scene. They are not permitted in conservation areas or on heritage buildings. If used on a modern building, they should be recessed behind the fascia.



Inappropriate oversized fascias and deep projecting box fascias (Replace above with higher quality images)



Contemporary style fascia



Traditional style fascia

- ~~6.14~~ Pilasters and console brackets should be used to provide vertical emphasis, give visual support to the fascia and upper floors and enclosure to the shop front. They should project beyond the shop front and be free of fixtures such as signs, alarm boxes and blind fittings.

Stall risers

~~6.15~~ Stall risers are normally required to provide a visual base to the shop front and support and protect the glazing. They also add a sense of security. Appropriate depth will be set by the design of the shop front, although typically a solid up-stand of at least 450mm is suitable. The materials used should respect and enhance the building and shop front. Existing stall risers of quality should be retained. Contemporary designs should also include some form of stall riser.



Contemporary stall riser



Traditional timber stall riser

Doors and access

~~6.16~~ Access to shops must take into account the needs of all members of the public. A level access should be provided wherever possible. All work should be compliant with the Building Regulations 2010 as amended and the provisions of the Equality Act 2010. Advice is available from our Building Control Team (see section 12).

~~6.17~~ Doors should preferably be located centrally to give visual interest and clearly define the entrance. Recessed doorways are a common feature of traditional shop fronts and add interest. They provide an increased window display, protect customers from rain and provide a level access. An existing recessed entrance door opening should be retained.

~~6.18~~ Windows and doors should be made of the same material and painted the same colour. Fixtures and fittings should complement the style of the shop front. The traditional door is normally part glazed. Door panels should match the height of the stall riser. Attractive paving or floor tiles in the recessed entrance can enhance the character of the shop.



Well designed entrance: recessed, level access and outward opening



Decorative mosaic tiles in recessed entrance

6.19 Creating independent access to upper floors, if they are in a different use, should be considered as part of any refurbishment scheme. The treatment of any such access should be in keeping with the materials and proportions of the shop front.

Windows and glazing

6.20 The size and style of shop windows, including mullions and transoms, should be in scale and proportion with the shop front and the character of the building. Windows should be taken down to a cill and stall riser. Large single sheets of glass should be avoided on traditional shop fronts. Laminated glass should be used for public safety and as a security measure.

New Shops (To be inserted on page 11)

6.9 New shops and shopping centres give the opportunity to design a shop front as an integral part of the street and new building. High quality, inclusive and innovative designs which respond to the local context and raise the standard of design in the area are likely to be supported. Poorly designed new shops or centres that fail to take the opportunities available for improving the character and quality of an area and the way it functions are unlikely to gain permission. In new developments the shopfront should be a key element of a new buildings design. This should normally include a main frame, which is a fascia supported by pillars and stallriser to anchor the shopfront to the ground. Each of these traditional features can be interpreted in a contemporary way as part of a modern design solution. The proportions of the frame should relate to the whole building in which it is placed and the adjacent buildings as it will contribute to the streets façade and rhythm. Attention to detail, a limited palette of materials and colours together with quiet, respectful and sympathetically proportioned advertising will normally help to create quality in a shopping street.

7. Materials and colour

Design principle 2: Materials and colour

- a. The design should utilise high quality materials.
- b. Traditional materials will be expected on any listed building or building making a positive contribution to the character of a conservation area.
- c. The colour scheme should be in keeping with the colour scheme of the building itself and adjoining buildings in the area.
- d. The finish should enhance the shop front design.

Non-traditional materials may be used where it is demonstrated that they will respect the street scene and not harm the appearance of the building.

- 7.1 High quality materials and finish will be required in any shop front design. These should harmonise with and complement the building.
- 7.2 Painted timber should be the basis of new designs in conservation areas and listed buildings. It is most adaptable and versatile and can be easily repaired. Non-traditional materials (such as plastics and plain aluminium) will not normally be permitted. Other materials, such as metal frames in a dark coated finish, bronze, stone and brick, may be appropriate if the host building's design and age lean towards the use of these materials.
- 7.3 The use of UPVC should be avoided as this will normally detract from the architectural quality of the building and character of an area. This material typically has a shiny plastic like appearance, crude simple sections and is normally not as cost effective as timber or aluminium shop fronts and therefore is not encouraged.



Examples of shop fronts incorporating the basic elements of good shop front design and quality materials (Add images of well designed modern shop fronts)



Examples of shopfronts incorporating the basic elements of good shopfront design and quality materials

Colour

7.4 Colour is a very important consideration. Colour schemes should harmonise with the rest of the building and add to the street scene. Standard corporate colour schemes should be adapted to suit the character of the area. The range of colours used should generally be kept to a minimum. Timber shop fronts should be painted and not stained or varnished.



Effective use of colour adding vibrancy to the street scene



Inappropriate use of visually dominant colours

7.5 A single colour should be used for all major elements, perhaps with a contrasting colour picking out key features to good effect. Bright, strident, fluorescent or clashing colours should be avoided.

8. Signage and lighting

Design principle 3: Signage and lighting

Projecting or hanging signs should:

- a. not obscure architectural detailing;
- b. be located at fascia level;
- c. be clear of the highway by a minimum height of 2.4m;
- d. be a minimum distance of 60cm from the carriageway.

Lettering on signs and fascias should:

- a. be in proportion to the size of the fascia board;
- b. enhance the appearance of the shop front and the surroundings.

Lighting a fascia, where it is not detrimental to the building and surroundings and complies with policies (see section 2), will be acceptable where the illumination is sensitively incorporated into the shop front, is subdued and the fixtures and fittings are discreetly concealed.

Signage lighting, where it is not detrimental to the building and surroundings and complies with policies (see section 2), will be acceptable where this takes the form of discreet / recessed LED trough lights in a cornice or a small number of spotlights or halo lighting behind individual letters and where the letters have a small projection.

- 8.1 The function of a shop sign is to advertise the shop and attract customers. It is important that signage is considered as an integral part of the design of a shop front. Lettering, materials, size, colour, location and illumination all need to respect the character of the building and its surroundings. Good and effective signs are simple, uncomplicated and uncluttered.

Fascia signs and lettering

- 8.2 The content should be kept to a minimum and contain only essential information. Telephone numbers and website addresses can be positioned in a less obtrusive place, such as on a door or in a window. Signs above fascia level will not normally be permitted.
- 8.3 In conservation areas and on traditional shop fronts, fascias should be of timber, painted with sign-written letters. High quality transfer lettering, if it is of a traditional appearance, may be a suitable alternative to hand painted lettering in some instances. Individual cut out lettering applied to a painted timber fascia may be acceptable where the letters project no more than 10mm off the fascia. Plastic letters or transfers on historic buildings or buildings within a conservation area are not supported.
- 8.4 Lettering and graphics should be clear and simple and not dominate, but relate to, the architectural style of the building. Good effect can be gained by shading letters. Letters should be in proportion to the size of the fascia board. As a guide lettering should not be more than 65% of the height or 75% of the width of the fascia and should be centrally placed.



Good examples of applied and hand painted lettering

- 8.5 The increased use of corporate styles has led to a loss of individual identity and harmed the character and appearance of many retail areas. There is a need to balance the requirements of national multiple retailers with a respect for the character of local areas. Standard house styles should be adapted where necessary to respect historic areas and buildings.
- 8.6 Where there is no proper shop front, individual letters fixed directly to the wall without causing damage, or to window glass, can be used.
- 8.7 Window stickers, poster displays and illuminated box signs in shop windows are often unsympathetic to the building and the area and will be discouraged. In unlisted buildings, window stickers should be restrained and cover no more than 20% of the total window area. In listed buildings, window stickers are very rarely appropriate and may need listed building consent. Window signs in upper floors will only be permitted for a business operating solely on the upper floors. Lettering on windows using gilded paint in an appropriate style and size is very appropriate.



Window stickers can dominate and deaden a shop frontage



Gilded paint window lettering in an appropriate size and style for the building

8.8 Projecting box fascia signs (see page 13) are not appropriate on historic buildings and in conservation areas. They normally detract from the appearance of the shop front and are over-dominant in the street scene. If used on a modern building, a single box should be fully recessed behind the fascia, with lettering flush or fret cut letters projecting slightly off the panel. A moulded frame around the fascia gives the signage some depth and adds interest.

Projecting signs

8.9 Traditional style projecting or hanging signs on a decorative metal bracket can add interest to a building and the street scene. Where appropriate, these should be small and compact, made of wood or metal only and complement the business and shop front. Only one hanging / projecting sign will be permitted per building and this should normally be positioned at fascia level. It may be appropriate to locate a sign above the fascia level only if this is to avoid obscuring architectural detailing.

8.10 Projecting signs at fascia level should be a maximum of 0.2 sq metres, for example 500mm x 400mm. Hanging signs above fascia level where appropriate, should not exceed 800mm high x 600mm wide. The sign should be a minimum 2.4m above the footway and the outer edge should be a minimum distance of 60cm from the kerb. A well-designed, traditional symbol representing the business can be an eye-catching alternative. On more modern buildings, simple projecting signs may be acceptable.



Good examples of modern and traditional hanging signs

Lighting

8.11 Street lighting and lighting from window displays can effectively provide a visually interesting night time environment and is therefore often preferable to illuminating signage.

8.12 If acceptable in policy terms (see section 2), illumination of the fascia needs to be given careful thought and be sensitively incorporated into the shop front composition. Where external lighting is proposed and appropriate, it should be subdued, discreet and sympathetic to the building and the surroundings. Full internal illumination of fascia boxes and hanging signs will not be supported as this is almost always visually dominant.

8.13 Where lighting is appropriate, external lighting of the fascia is normally preferable. This should be by means of concealed lighting such as slimline LED trough lighting (preferably recessed into a projecting cornice). Carefully positioned small spotlights may be an alternative. Large spotlights, swan neck lamps or heavy canopy lights should be avoided, as they can clutter a building and be over-bright. Suffolk County Council should be consulted regarding luminance standards for lighting fronting the highway. In all situations, only the lettering to a sign, and not the whole fascia, should be illuminated. Outside conservation areas and not on listed buildings, individual halo lit letters can be a subtle form of lighting, providing the letters have a small projection off the fascia.



*Example of halo style lighting
(Credit Images or replace)*

Cornice incorporating recessed lighting

- 8.14 On hanging signs, if illumination is appropriate for the building or area, this should be through discreet slimline LED lights attached a short distance (approximately 80mm) off the bracket arm.
- 8.15 Lit window displays can have a positive impact on the quality of the retail area and create a sense of security for users. Carefully illuminated window displays using discreet light fittings can be attractive outside trading hours. Where a shop is lit overnight for security, the shop window should be illuminated from inside and not from the fascia.

9. Blinds and canopies

Design principle 4: Blinds and canopies

A new blind or canopy should:

- a. cover the width of the shop front fascia;
- b. be incorporated into the fascia, flush or behind the fascia, and not obscure any architectural detailing;
- c. be of materials and colour to complement the shop front and building;
- d. have the outer edge a minimum of 60cm from the kerb and be no less than 2.4m above the pavement.

If the building is a heritage asset or is within a conservation area, only fully retractable canopies / blinds will be permitted.

- 9.1 Blinds and canopies are traditionally used to protect goods from damage by sunlight. Traditional retractable blinds were made of canvas, with a blind box incorporated into the fascia cornice. Blinds can provide colour and interest, although it is important that they are appropriate to the period of the building and are designed as an integral part of the shop front.
- 9.2 Dutch blinds and similar non-retractable blinds are primarily used for advertising and are not traditional streetscape features and are often out of character with the area. They are generally inappropriate in conservation areas and on historic buildings because of their shape, shiny synthetic material and bright colours.
- 9.3 New blinds should be of a traditional design in canvas or similar non-reflective material. Blinds and canopies should cover the width of the shop front fascia between the pilasters and be retractable into a blind box, preferably incorporated into the cornice, or fitted flush with the fascia. Any lettering should be minimal and the style should co-ordinate with the fascia sign.



Unsympathetic non-retractable Dutch canopy



Retractable cloth awning / roller blinds

- 9.4 Highway regulations require that all blinds and canopies should be a minimum 2.4m above the footway and a minimum distance of 60cm from the kerb. If the blind covers all or part of an area where smoking occurs then it should comply with the relevant smoking legislation. A blind or canopy will normally require planning permission and advertisement consent may also be required.
- 9.5 Local corner or village shops usually serve specific community needs and bring distinctiveness and vibrancy to an area. Where a local shop has a forecourt to the rear of the footway, it is often used for the display of goods. Free-standing or fixed forecourt canopies require planning permission and advertisement consent may also be required. Acceptable canopies are those which respect the character and architectural quality of the building and have limited impact on the street scene and the residential amenity of adjoining residents.



Detail of a closed traditional blind incorporated into the cornice above the fascia
(Check on site re console brackets. Either source another blind photo or add EH suggested wording re fascia if appropriate)

10. Security

Design principle 5: Security measures

The installation of an external security shutter will only be acceptable if:

- a. the use of a shutter is supported by Suffolk Constabulary;
- b. the shutter box is concealed within, or recessed into, or level with, the fascia;
- c. the shutter does not cover pilasters, the stall riser or fascia when in the down position;
- d. the shutter allows high visibility into the shop when in the down position;
- e. the shutter is coloured to match the shop front or compatible with its setting;
- f. the building is not located within a conservation area or is a heritage asset.

10.1 We understand the need for security. However, the risk must be balanced against an objective to ensure our streets are attractive, welcoming and safe places when shops are closed. Shop front security should be considered during the design stage and the physical solution should be restrained and unobtrusive. Any application to install external shutters or grilles will be expected to evidence the crime history or future crime risk assessment for the property.

Shutters

10.2 Solid external shutters are visually intrusive, 'deaden' the street frontage and create an unwelcoming environment. They are vulnerable to graffiti and fly-posting. External shutters are only acceptable in special circumstances with the support of Suffolk Constabulary where there is a persistent problem of crime or vandalism which cannot be addressed by any other measures. (Delete images below and replace)



Visually harsh and unsympathetic external roller security shutters with bulky grille boxes



External brick bond lattice roller shutter with housing concealed in the fascia

10.3 Where it is agreed that the use of an external shutter is acceptable, the shutter box should be concealed within the fascia or installed flush beneath it. The shutter should be of a letter box style, allowing high visibility into the shop when down, and be coloured to match the shop front. Uncoated or galvanised metal shutters are not acceptable. Side runners should be concealed or painted, or removed during the day. Across recessed entrances hinged and demountable gates or brick bond style external roller shutters, where the coil can be concealed behind or inside the fascia, are acceptable.



Internal sliding grille



Permanently fixed internal bars

Internal lattice or brick bond roller type grilles are preferable to external shutters as they can be set between the display and the glass with the coil fitted in an existing false ceiling or the window soffit and not seen from outside.

10.4 As an alternative to solid roller shutters, external demountable mesh grilles painted in a dark colour and placed over windows, can be supported. Shutter guides should be removable or integrated into the pilasters or glazing bars and painted to match.

10.5 The use of laminated glass, internal brick bond style shutters and traditional stallrisers to improve the security of shop fronts are supported. The availability of closed circuit television (CCTV) cameras will also be taken into account when determining the degree and type of security measures considered appropriate.

11. Other fixtures

Name plates

- 11.1 Where the upper floor of a shop is in use by a separate business, the size of a name plate at the street entrance should be modest and not illuminated.

Alarm boxes, wires and cables

- 11.2 External wiring should be as discreet as possible and follow building edges; it should not cut across decorative features of the building. Burglar and fire alarms and CCTV should be sited sensitively, for example immediately below projecting eaves, within a recess or above a flat roofed porch or bay window. Alarm boxes should be of a colour that coordinates with the building and alarm company stickers restricted to rear elevations. Any redundant fixtures should be removed to avoid clutter. Listed building consent is likely to be required to fix alarm boxes or CCTV cameras to listed buildings and their location on prominent elevations will be discouraged.

ATMs (cash machines)

- 11.3 Where a new ATM is to be installed, it should be sensitively sited in a well lit area where the machine can be surveyed by passing pedestrians. It should be installed flush with the façade with the minimum amount of illumination necessary. New ATMs should have regard to the ATM Best Practice Guide document prepared by the ATM Security Working Group.



Sensitively sited and restrained ATM



Alarm boxes should be as discreet as possible

12. Contacts

West Suffolk Planning Services

The West Suffolk Planning Services team covers both Forest Heath District Council and St Edmundsbury Borough Council.

Bury St Edmunds address:
Planning and Regulatory Services,
West Suffolk House,
Western Way,
Bury St Edmunds,
Suffolk, IP33 3YU.
Telephone: 01284 757675.

Mildenhall address:
Planning and Regulatory Services,
District Offices,
College Heath Road,
Mildenhall,
Suffolk, IP28 7EY.
Telephone: 01638 719480.

Email: planning.help@westsuffolk.gov.uk

Listed buildings and conservation areas

Telephone: 01284 757356 or 01284 757339.

Planning Services operate a duty officer system from 9am to 1pm Monday to Friday.

The duty officer can provide general planning advice to customers by phone or email. You can also visit the above offices in person, although it is advisable to call 24 hours in advance to check that an officer will be available. This advice is oral and free, regardless of the type of proposal. Planning officers are unable to provide site-specific advice; this will be provided by the case officer dealing with your application.

13. Glossary

Architrave	The lowest part of an entablature, the lower edge of a fascia (or frieze).
<u>Building of Local Interest</u>	<u>A building, structure or feature which, whilst not listed by the Secretary of State, we feel is an important part of Birmingham's heritage due to its architectural, historic or archaeological significance.</u>
Capital	An ornamental feature at the top of a pilaster.
Cill / Sill	A horizontal, often projecting, member at the bottom of a window or door.
Clerestory	The high level glazed panel above the transom.
Conservation area	An area designated for protection because of its special historical or architectural interest.
Console / corbel	A decorated bracket to support a horizontal feature, may be carved.
Cornice	The upper projecting decorative portion of an entablature.
Downlights	Lighting typically recessed into a projecting cornice to light a fascia board.
Entablature	In the context of a shop this forms the top of the shop front and normally comprises three or four elements: cornice, fascia, architrave and console.
Facade	The exterior of a building.
Fanlight	A glazed panel over the door.
Fascia	The flat surface above a shop window and below the cornice.
Halo lighting	A glow of light around lettering by illuminating the fascia from behind the letters (back lit letters).
Heritage asset	A building, monument, site or area identified as having a degree of significance meriting consideration in planning decisions because of heritage interest (including listed buildings, conservation areas and locally listed buildings).
<u>Listed Building</u>	<u>A listed building, in the United Kingdom, is a building that has been placed on the Statutory List of Buildings of Special Architectural or Historic Interest.</u>
Moulding	A continuous projection or groove used decoratively to throw shadow or rainwater off a surface.
Mullion	The main vertical supports for glass dividing a window into sections.
Pilaster	A vertical rectangular column, projecting slightly from a wall forming division between bays of a building or a stop to a shop front.
Plinth	A moulded projecting base at the foot of a pilaster.
Stall riser	The area below the cill, provides protection and decoration.
Swan neck lighting	Individual spotlight style lights with a curved stem.
Transom	The main horizontal supports dividing a window into sections.
Trough lighting	An enclosed lighting unit that shines light onto a fascia board below.

14. Bibliography, further reading and links

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English Historic Towns Forum (1991) Shopfronts and Advertisements in Historic Towns.

English Historic Towns Forum (1993) Book of Details of Good Practice in Shopfront Design.

Historic Scotland (2010) Traditional Shopfronts - a Short Guide for Shop Owners.

Stewart, Bill (1984) Signwork A Craftsman's Manual, BSP Professional Books, Oxford.

Sutherland, W (1987) The Art and Craft of Signwriting Omega Books Ltd, London.

The Shopfront Bible (two volumes) www.echochamber.com/retailoxygen/shopfrontbible.html

Wilkinson, Peter and Ashley, Peter (2009) The English Buildings Book - An Architectural Guide English Heritage (See chapter on Buildings for Commerce)

[Peterborough City Council, Peterborough Shop Front Design Guidance \(2014\)](#)

For further advice, refer to the Planning Act 1990, Planning (Listed Buildings and Conservation Areas) Act 1990, National Planning Policy Framework (March 2012), Control of Advertisement Regulations 1992 and the Building Regulations.

