

Tewkesbury Borough Council

Appendix 2

Shopfronts, Shutters and Signage Design Guidance for Tewkesbury Borough Supplementary Planning Document

Consultation Statement

December 2021



Tewkesbury
Borough Council

1. Purpose and Background

- 1.1. This statement sets out details of the consultation that has taken place which has informed the development and refinement of the Shopfronts, Shutters and Signage Design Guidance for Tewkesbury Borough Supplementary Planning Document (SPD). The statement has been produced in accordance with regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The regulation states that, before adoption of a supplementary planning document, the local planning authority must prepare a statement setting out:
 - the persons the local planning authority consulted when preparing the supplementary planning document;
 - a summary of the main issues raised by those persons; and
 - how those issues have been addressed in the supplementary planning document.
- 1.2. The Council has prepared its own Statement of Community Involvement (SCI) (2013) to show how it will involve the community in its plan and policy making process. This can be viewed on the Council's web site at <https://www.tewkesbury.gov.uk/local-plan>.
- 1.3. The purpose of the SPD is to promote good shop front design in the historic settlements of Tewkesbury Borough and to offer guidance to designers and applicants in submitting planning proposals. The guidance is primarily for towns but could equally be applied to historic villages. The intention is to promote good design practice and not to dictate a particular style or stifle innovation. However, the period and style of the property needs to be respected, and so there is a particular focus on traditional detailing. The character of many historic towns and village centres is heavily dependent on the quality and condition of their shop fronts. An attractively presented, tasteful shop front gives a favourable impression of the business and reflects well on an area.
- 1.4. The SPD does not create new policy, but provides more guidance on how the heritage policies contained within the Development Plan Documents of the Local Plan should be applied. For Tewkesbury Borough, the principle policies are set out in the adopted Gloucester, Cheltenham and Tewkesbury Joint Core Strategy through Policy SD4: Design Requirements.

2. Consultation Process

- 2.1. A period of formal public consultation was undertaken on a draft SPD for a 6 week period from Friday 17th September 2021 until Friday 29th October 2021.
- 2.2. Over 165 organisations and individuals were written to inform them of consultation and invite comments on the draft SPD. Contacts were taken from the existing Tewkesbury Borough Plan consultation database as those who have been involved in, or have an interest in, the plan making process in Tewkesbury. This includes all Parish Councils in the Borough, neighbouring local authorities, Gloucestershire County Council, as well as the following statutory consultees:
 - Environment Agency
 - Lead Local Flood Authority
 - Historic England

- Sport England
- Marine Management Organisation
- Thames Water
- Severn Trent
- Highways England
- Network Rail

2.3. In addition to this a notice of the consultation was placed in the local press through the Gloucestershire Echo as well as advertised on the Borough Council’s website news feed.

2.4. In line with the Council’s SCI the SPD was made available for viewing in the following ways:

- Electronically on the Tewkesbury Borough Council website (<https://www.tewkesbury.gov.uk/local-plan>)
- In hard copy at Tewkesbury Borough Council Offices, Gloucester Road, Tewkesbury
- In hard copy at Tewkesbury Borough libraries (Tewkesbury, Bishops Cleeve, Winchcombe, Churchdown, Brockworth)

3. Consultation Responses

3.1. A total of 7 responses were received, however 4 of these were from statutory consultees confirming they had no comments. Responses were generally positive and welcomed the purpose of the document. Suggestions for further development of the document were noted. These were then considered and appropriate amendments were made to the SPD.

3.2. A summary table of these issues, and the Council’s response, is provided in the table below:

Summary of Response	Response in SPD
<p>Additional matters which the Council may wish to include;</p> <ul style="list-style-type: none"> • Advice on more modern shopfronts (e.g. Art Deco or Modernist) • Advice on bi-fold doors • Advice on inclusive and independent access • Advice on shopfront retention and alteration and/or removal including for residential conversion 	<p><i>Advice on more modern shopfronts (e.g. Art Deco or Modernist)</i> - Insufficient examples of this type were identified within Tewkesbury Borough to include this as a category in the SPD.</p> <p><i>Advice on bi-fold doors</i> - Requests for such alterations are infrequent and would be controlled through the planning system therefore it is not necessary to include reference to bi-fold doors in the SPD.</p> <p><i>Advice on inclusive and independent access</i> – Where possible businesses and shop owners would be encouraged to provide inclusive and independent access. This would be controlled through the planning system therefore, it is not</p>

	<p>necessary to include reference to inclusive access in the SPD.</p> <p>Advice on shopfront retention and alteration and/or removal including for residential conversion – Additional information under the topic “Residential Conversion” has been added to page 7 stating the following: <i>“In cases where a change of use is granted from retail to residential use, the removal of historic shopfronts would generally be resisted due to their positive contribution to the street-scene.”</i></p>
<p>Concur that and SEA is not necessary for the SPD.</p>	<p>Noted.</p>
<p>Suggest give consideration (though may not be relevant) to green infrastructure, biodiversity enhancement and landscape enhancement.</p>	<p>Not applicable to this specific document.</p>
<p>New developments should be beautiful "sustainable" and welcome wildlife as well as people. Retaining and where practical expanding/creating "green spaces and arteries to access them" by using a combination of urban tree planting, SuDs, footpaths and cycle tracks will help achieve this objective and should contribute to the health/wellbeing* of old and new residents alike. We recommend that the bird & bat boxes are incorporated in the fabric of all new buildings and believe there's sufficient interest from the Construction Industry at large for this to become common practice in the foreseeable future.</p>	<p>Not applicable to this specific document.</p>