

Tewkesbury Borough Council

Appendix 2

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

Consultation Statement

March 2022



**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 any 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. The draft SPD was originally put before Executive in September 2021 and approved to go out to consultation. The SPD was consulted on for 6 weeks from 17th September 2021 until 29th October 2021. Few comments were received and only minor amendments were made to the draft SPD. However, in accordance with regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended), a consultation statement was produced to show how the Council had responded to representations from the consultation. As approved by Executive in January 2022 a second consultation was conducted between 3rd January 2022 and 4th February 2022. This consultation requested comments on the Consultation Statement and the amended draft SPD.
- 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 two responses were received and these were from statutory consultees who offered no objections or substantive comments. As such, no further amendments to the SPD have been recommended.