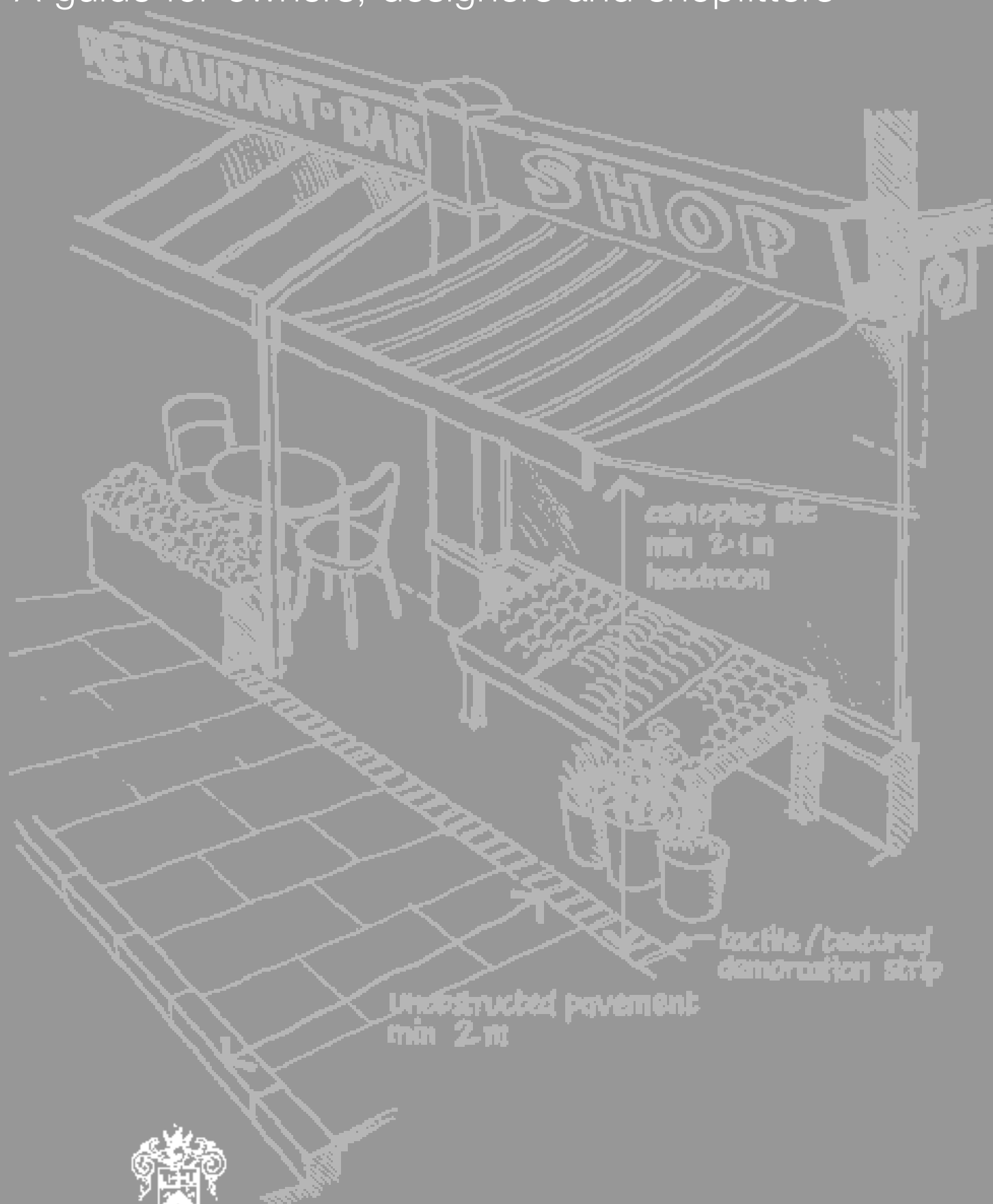


Shopfront design guide

A guide for owners, designers and shopfitters



CHEL TENHAM
BOROUGH COUNCIL

This guide has been compiled and illustrated by Richard Guise RIBA MRTPI of Context4D in association with officers of Cheltenham Borough Council.

Graphic Design by Oliver Guise.

Cheltenham Borough Council
Built Environment
PO Box 12
Municipal Offices
Promenade
CHELTENHAM
Gloucestershire
GL50 1PP

Tel: 01242 264 328

Fax: 01242 227 323

Email: builtenvironment@cheltenham.gov.uk

Web: www.cheltenham.gov.uk

Preface

This guide was adopted as a Supplementary Planning Document on 23rd February 2007.

It will be used as a material consideration in the determination of planning and related applications. It has also been drafted in order to give best practice advice on issues which are beyond planning control in order to encourage high quality design solutions on shopfronts throughout the town.

If you have any questions regarding the guide contact:

Built Environment Division
Cheltenham Borough Council
PO 12
Municipal Offices
The Promenade
Cheltenham
Glos GL50 1PP

Tel: 01242 264328

Email:

builtenvironment@cheltenham.gov.uk

Contents

1.0	Introduction	02
2.0	General Principles	03
3.0	Shopfront components	06
4.0	Signs and advertisements	12
5.0	Canopies and sunblinds	15
6.0	Shopfront security	17
7.0	Shopfronts in covered shopping centres	19
8.0	Access and people with disabilities	20
9.0	Submitting an Application	23

This design guide is applicable to shopfronts throughout Cheltenham Borough and will relate to all the usual “High Street” commercial activities ie: Town and Country Planning (Use Classes) Order 1987 (as amended): classes A1, A2, A3, A4 and A5

1.0 Introduction

Cheltenham is an important historic town with a well-preserved Regency heritage, distinctively elegant architectural character and spacious quality. This excellence is acknowledged in the designation of an extensive area of the town centre, including the commercial core, as a Conservation Area.

1.1 The need for Design Guidance

Cheltenham is more than a showpiece; it is also a flourishing commercial centre. Consumer spending has stimulated the provision of new shopping facilities and the refurbishment of existing ones.

The high quality, comprehensive shopping facilities set in pleasant surroundings which Cheltenham offers are an important part of the town's attraction to both residents and tourists. Shopfronts form an integral part of this scene, and to maintain an attractive environment it is important that these should be well designed.

Shopping is a dynamic activity with premises subject to frequent change of tenant or appearance. Shopfronts present the public face of business and so they are required to be eye-catching, and to convey the character of the business. The challenge therefore is for the designer to produce an attractive and effective display.

This guidance is applicable to both traditional retail premises and those participating in Cheltenham's thriving night time economy. Its principles should also be considered in shopfront design outside the Conservation Area.

The accommodation of modern commercial activities with these requirements in historic buildings requires sensitivity if the development is not to detract from the visual quality of the building and the town. But it should also be recognised that well-designed shop fronts can serve positively to enhance the character of a property, and upgrade the appearance of those which are less attractive.

1.2 The purpose of this guide

The purpose of this guide is to encourage greater care to be taken in shopfront design, to allow scope for imagination and flair, and to ensure that a high standard of design in shopfronts is achieved and maintained throughout the town and the Borough as a whole. In addition to aesthetic design elements, the guide also considers how disabled access and shop security measures can be satisfactorily incorporated into shopfront design.

The guide sets out parameters within which a designer is recommended to work. The intention is not to restrict ideas and imagination, but to encourage innovative yet sensitive solutions. If these parameters are observed, an application should receive consent with the minimum of delay.

Whilst this guide is a Supplementary Planning Document intended as a material consideration in the determination of planning and related consents, some important aspects of shopfront design are outside the Council's control. In some of these instances, the guide offers good practice design advice for developers and shopkeepers.

1.3 Shopfront Design Award

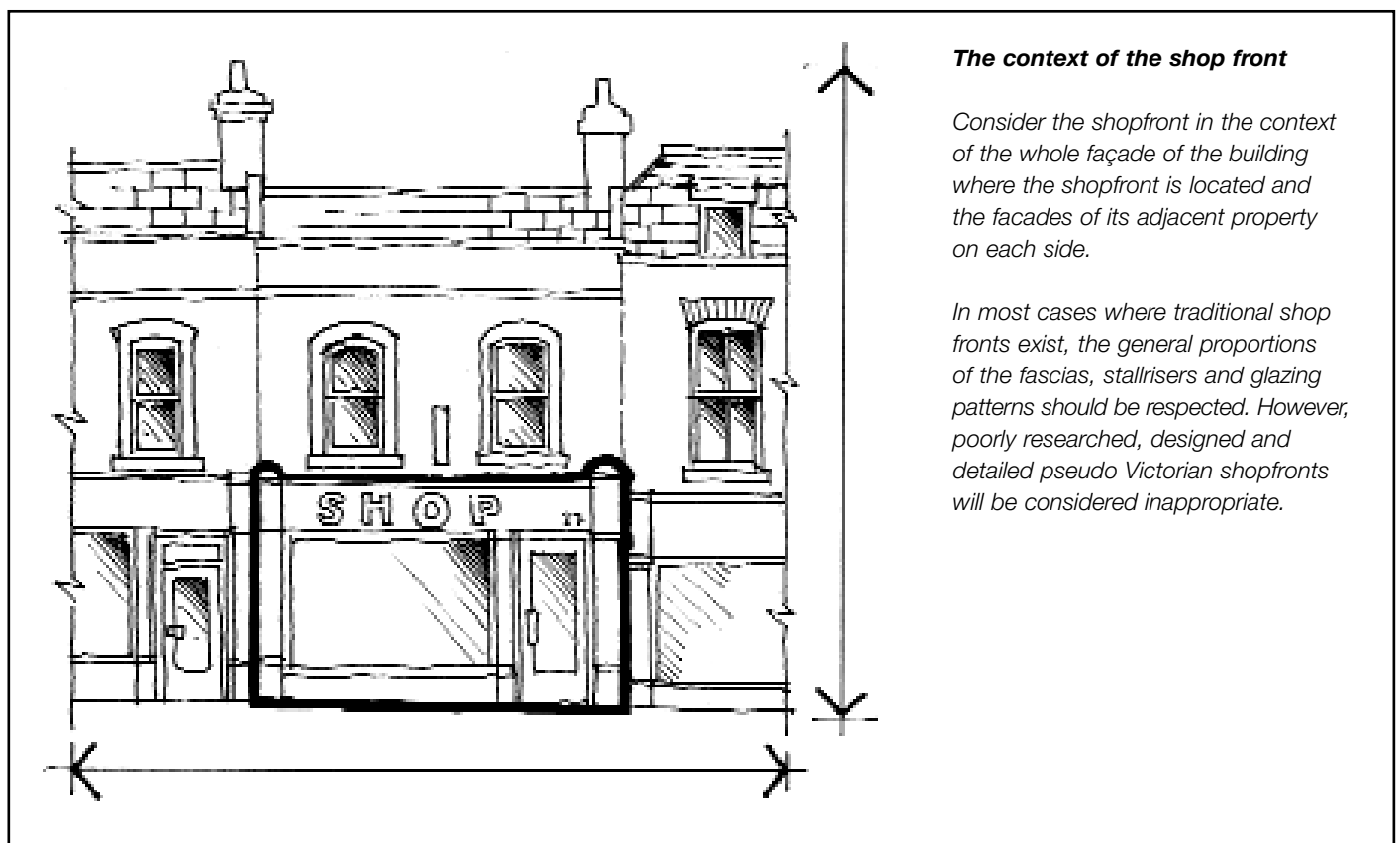
An annual award is made under the Civic Award Scheme organised by the Cheltenham Civic Society in conjunction with Cheltenham Borough Council for the best designed or renovated shopfront or other commercial frontage.

The Cheltenham Borough Local Plan States at paragraph 6.15, that, "Good design is a key element in producing attractive, high quality, sustainable places in which people will want to live and relax." Policy CP7 (design) is used by the council in determining applications for development.

Proposals for new shop fronts and alterations to existing ones are judged against its criteria, and the specific advice in this document. This design guide is applicable to shopfronts throughout Cheltenham Borough and will relate to all the usual "High Street" commercial activities ie: Town and Country Planning (Use Classes) Order 1987 (as amended): classes A1, A2, A3, A4 and A5.

2.0 General principles

The starting point when contemplating a new or replacement shopfront will always be a study of the whole building facade and adjacent elevations, including any existing shopfronts and the street which forms their context. The information and understanding obtained will be essential to the application of the following general principles.



2.1 The street

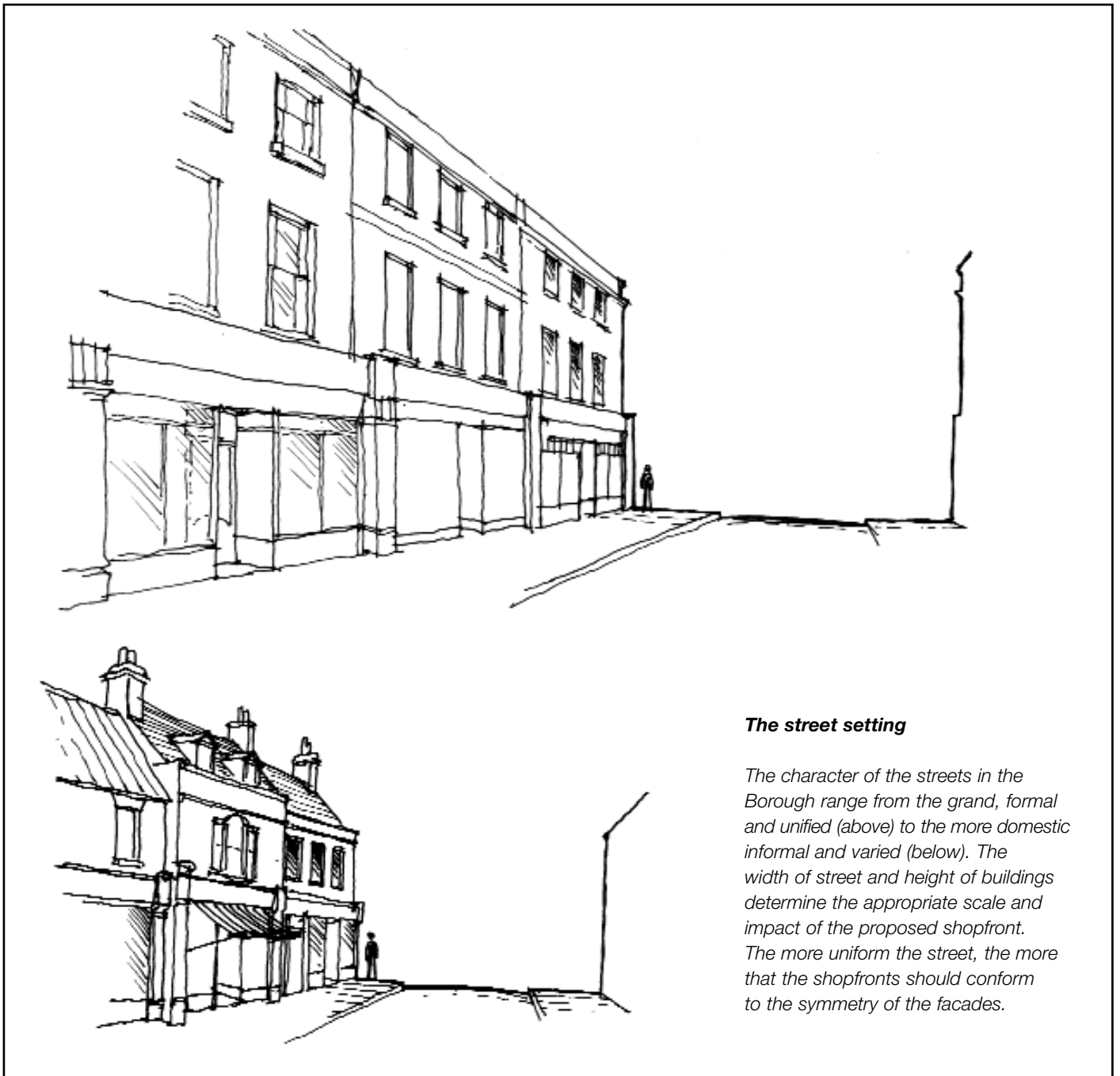
Cheltenham's character comes, not from the presence of one or two significant buildings, but from the harmonious interaction of buildings in groups and public spaces. Each street has a character and visual hierarchy established by the relationship between the buildings in it and their individual functions. All buildings make a contribution to the street scene and character of an area because of their size, design or function. Some such as banks or public buildings are traditionally prominent and historically, as streets were pieced together, the other buildings in the street were designed to reflect that prominence.

It is good urban design and heritage practice to maintain and enhance both the character and hierarchy of the traditional street scene. However, an aggressive promotional approach by an individual shopkeeper (for example excessive use of lighting, over-large signs or garish colours) can upset the established hierarchy, to the detriment of the street scene. Where such an approach is adopted by a number of traders on one street competing with each other, it can downgrade the character of an entire area and remove any sense of hierarchy. Furthermore, it makes little commercial sense as it often leads to the individual identity of a shop being lost in a clutter of signs and paraphernalia.

2.2 Good examples of period shopfronts to be retained

While there are few original shopfronts in Cheltenham, there are some fine period replacements dating from the later 19th and early 20th centuries which contribute to the character of the town and should not be removed. It is advisable to check with the Conservation Officer whether the shopfront you propose altering is one of these.

If the existing shopfront is not worthy of retention, and it is intended to alter or replace the shopfront, the following principles should be observed:



The street setting

The character of the streets in the Borough range from the grand, formal and unified (above) to the more domestic informal and varied (below). The width of street and height of buildings determine the appropriate scale and impact of the proposed shopfront. The more uniform the street, the more that the shopfronts should conform to the symmetry of the facades.

2.3 High standard of design and materials expected

All shopfront proposals will have to exhibit a high standard in design and choice of materials. These considerations will be of paramount importance in determining any shopfront application. It is also expected that the work required to implement proposals will be executed to a high standard.

2.4 Retention of architectural and period shopfront features

Important and traditional architectural features on buildings should not be destroyed or concealed by the installation of new shopfronts. Encouragement will be given to the reinstatement of missing features. In cases where a whole shopfront is not considered to be worthy of retention by the Borough Council, elements of it may be. For example, a doorway, entrance tiling, console brackets, a cornice or a surviving roller blind. Where possible, the replacement shopfront should be designed appropriately to incorporate these features.



Decorative thresholds should be retained wherever possible

2.5 Sensitivity to the character of the Conservation Area

Cheltenham's elegant and popular shopping centre is entirely covered by Conservation Area designation. With this status comes an obligation on the council to preserve and enhance the environment, which may require traders preferred shopfront treatments, including the extent of glazing and the position of doors, to be modified accordingly.

The council accepts no obligation to perpetuate any corporate image. Where a standardised treatment would dominate or detract from a building and/or its location, it is expected that the design will be modified. Corporate styles are acceptable but only where they are subordinate to architectural considerations.

2.6 Sensitivity to the character of the building

In the case of period or reproduction period buildings, a traditional shopfront will be the design solution likely to receive approval most readily. A modern design in such a building will need to be of a demonstrably exceptional quality to justify that approach and must still not detract from the character of the building.

A traditional design need not be an accurate reproduction of a shopfront contemporary with the original building, although this would often be welcomed and sometimes required, e.g. where the building is to be used as a shop for the first time and the shopfront is being introduced into the original front wall. In many cases the building was not designed as a shop and, therefore, had no 'original' shopfront which can be reproduced. When studying the facade of the building, the designer will need to consider the architectural character and proportions of the upper floors and should not take the ground floor in isolation. This requires an analysis of the component parts; the area of structural masonry and the size and position of windows within the framework.

The aim is to achieve some continuum from ground to roof in order to harmonise the shopfront with the whole building facade. For example, mullions can be positioned to coincide with the areas of structural masonry between windows above, so that the upper floor window voids coincide with the ground floor window voids, and in a simple and unassuming small building can inappropriately strongly moulded or ornate shopfront is best avoided. It is also necessary to take into consideration the design of adjoining facades, especially where the shop property in question is part of a large architectural unit or a group of identifiable character. In these circumstances the new shopfront may need to be in character with, or even match, appropriate shopfronts or unifying elements of shopfronts in the group where these are of good quality. There is sometimes an opportunity for truly exceptional design.

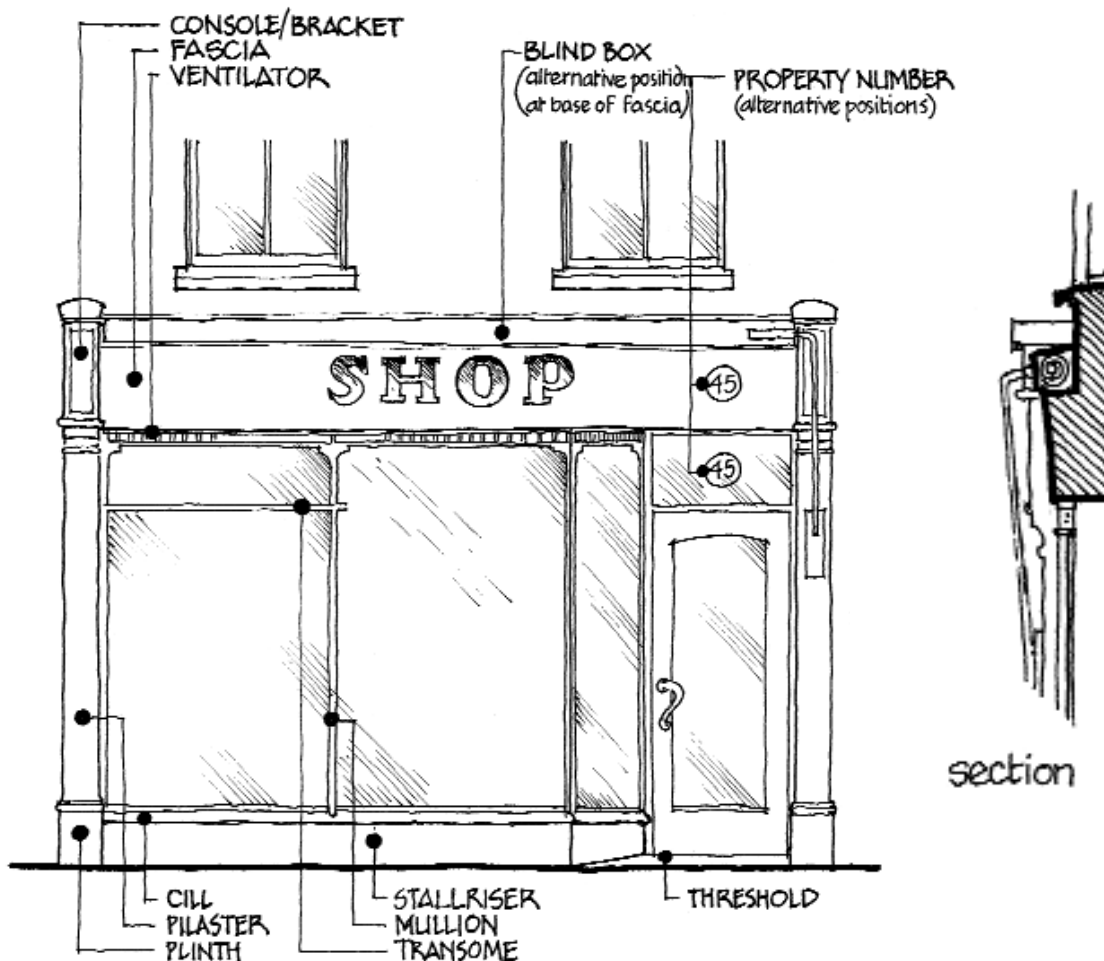


Left A new shopfront which conforms to the traditional components of shopfront design **Below left** A good example of a retained traditional shopfront adapted for a corporate identity **Below right** An original 'one-off' design for a smaller shop which is appropriate in neighbourhood shopping areas



3.0 Shopfront components

Shopfronts are composed of a number of functional elements. These approximate to the constituent parts of a classical building; namely plinth, column and entablature. Opportunities for the different treatment of these and the choice of materials available offers scope for the great variety in style of shopfront, whether modern or traditional.



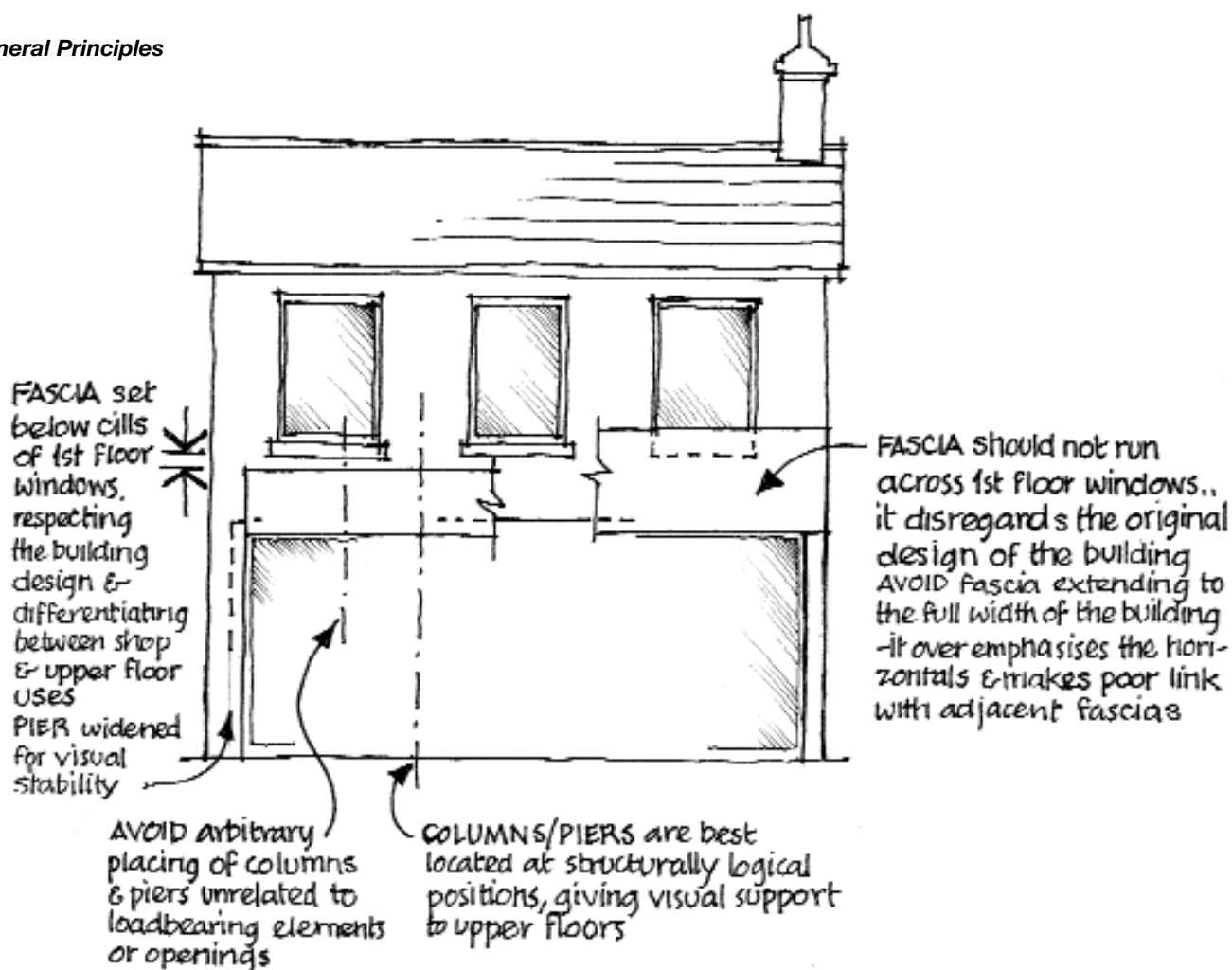
The components of the shop front

The following guidelines consider in turn each of these component elements. A traditional shopfront is likely to include all of these composite elements, whereas a modern style of shopfront may omit particular elements or treat them in an original manner.

Designers may find it useful to study examples of good designs, contemporary and traditional, for the appropriate inter relationships of parts and detailing of such matters as mouldings. Officers will be happy to discuss this at an early stage in the design process. Old photographs and drawings can be useful in addition to existing examples. The council would welcome accurate reproductions where suitable.

Where elements are incorporated, their design should normally conform to the guidelines provided. It is important, however, that these guidelines should be used intelligently and sensitively to achieve an appropriate design solution for the specific shopfront and building. The various elements of the shopfront should relate properly to each other and the upper facade, as illustrated in the diagram below.

General Principles



3.1 Fascia

A fascia board is used to display the shop name and trade, it completes the shopfront and distinguishes it from the upper floors.

The following points in relation to size and siting should be observed, whether designing a traditional or modern shopfront:

(i) The size of the fascia must be in proportion to the rest of the shopfront and the whole building, so that it is not too dominant. Many modern fascias are disproportionately deep. Traditionally, fascias and their mouldings rarely exceed one fifth of the total depth of the shopfront and in many cases, especially with traditional shopfronts, a shallower fascia will be required. Where a full one fifth fascia is proposed on a traditional shopfront, a stallriser of an equal depth will also normally be required to provide balance.

(ii) A fascia should not extend beyond the shopfront surround, which is usually demarcated by the pilasters (uprights) at the outer edges of the shopfront and will normally include the door. A fascia should not stretch uninterrupted across a number of distinct buildings or architectural units.

(iii) The top of a fascia should be positioned well below the sill of the first floor windows.

(iv) Fascias should not obscure any existing architectural features or decoration.

(v) The fascia should form an integral part of the overall design within the shopfront surround, rather than be a separate board superimposed without regard to the overall design.

(vi) The fascia top should normally be stopped off by a cornice, blind box or other projecting feature. Framing the fascia using a moulded cornice and console brackets provides a traditional means of setting the fascia into a framework.



CONTINUOUS SHOPFRONT IGNORES THE INDIVIDUALITY & DESIGN OF THE BUILDINGS IN WHICH IT IS LOCATED



SHOPFRONT DESIGN SHOULD AIM TO INTEGRATE WITH THE PROPORTIONS & DESIGN OF THE BUILDING IN WHICH IT IS LOCATED

3.2 Stallriser

The stallriser forms a plinth at ground level, completing the shop window, providing the shopfront with balanced proportions and, very importantly, creating a solid visual base for the building so that it does not appear to be supported by glass.

New or replacement shopfronts of traditional design will need to incorporate a substantial stallriser. The choice of depth will depend on the overall design, and will often be influenced by the depth of the fascia (refer to paragraph 3.1(i)).

Existing stallrisers with decorative features of quality should be retained.

It is a feature of many of the town's old shopfronts that their stallrisers are faced with plain render or ashlar and this, therefore, will be an appropriate treatment in new shopfronts of traditional design.

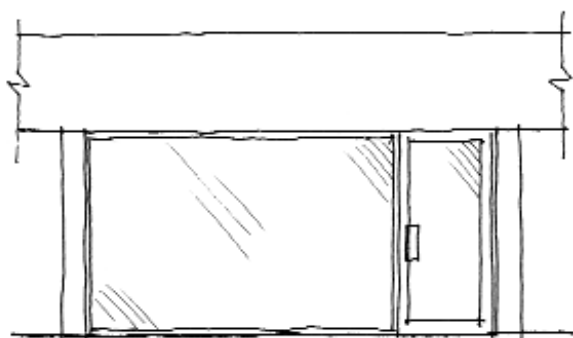
It is preferred that contemporary designs also incorporate some form of stallriser. If the stallriser is reinforced it can add to security. The stallriser is also important functionally to the retailer – allowing goods to be raised to a level at which they can be easily viewed by the passing public. The choice of depth of stallriser will depend on the overall shopfront design.

3.3 Pilasters and brackets

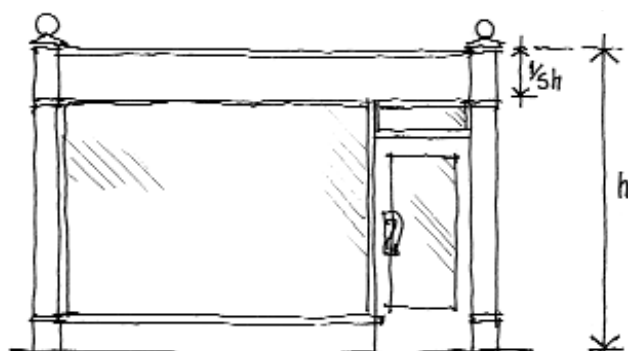
Pilasters at the outer edges of a shopfront give it vertical framing. They also provide visual support to the fascia and floors above. They need to be sufficient in size and number and appropriately located to achieve this. Their position on a facade is variable. Some pilasters define the outer limits of a property in a terrace, coinciding with the party walls; others are set further in, flanked by masonry columns. The latter is often preferable as it provides a clearer division between shopfronts and a stronger visual support for the upper facade.

Pilasters should always be incorporated into the design of a traditional shopfront. The width of these will naturally vary between shopfronts, but all will normally need to include some form of base and capital and/or bracket. Pilasters often extend up into console brackets to support or stop off the ends of the fascia, especially where there is not room for the ends of the cornice to be properly finished without overlapping adjoining shopfronts.

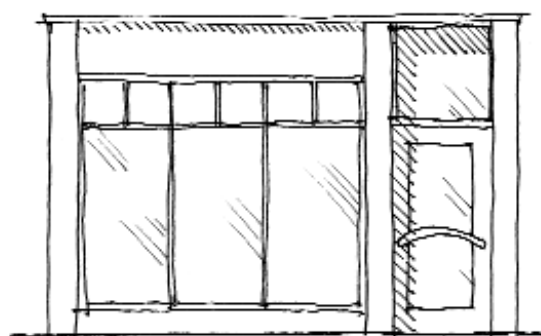
Pilasters are a traditional feature and may not be appropriate to a modern style of shopfront, but the principle of providing a clear division between shopfronts and visual support for the upper facade through the provision of appropriately located solid uprights still applies. An appropriate means of achieving this would be to incorporate or retain flanking masonry piers and, where necessary, to include uprights within the shopfront.



UNACCEPTABLE - TOP HEAVY FASCIA, 'WEAK' VERTICALS, NO STALLRISER, FASCIA NOT STOPPED BY PILASTERS



SHOPFRONT USING CLASSICAL PROPORTIONS HORIZONTALS & VERTICALS BALANCED



A VARIANT DESIGN GIVING MORE VERTICAL EMPHASIS & FREEDOM FROM CLASSICAL DESIGN & PROPORTION

Shopfront Proportions

3.4 Glazing

Extensive areas of unrelieved glazing will not normally be acceptable as this creates the visual effect of a void at the base of the building.

Where glazing to shopfronts is to be sub-divided it would normally be appropriate to do this by mullions in a manner which reflected the vertical divisions of the building above fascia level. This assists in providing visual support for the floors above and providing a solid structural element below. This allows the sub-divided areas of glazing to line up broadly with the windows above.

This principle is applicable to contemporary and traditional designs, although more sub-divisions are usual on a traditional shopfront as this allows the panes of glass in the shopfront to relate to the vertical emphasis traditional in Cheltenham's 19th century windows.

3.5 Materials

A high quality of materials and finish will generally be required.

For many older Cheltenham shopfronts, the traditional material used has been painted softwood, which should continue to be used where appropriate. It has the added advantage of being easily moulded and is relatively easy to maintain. However, other materials including chrome, marble, plaster and tile may be suitable.

The council is deeply concerned at the rapid destruction of the tropical rain forests and has passed a resolution which seeks, through whatever means it can, to discourage the use of non-sustainable hardwoods. Designers are recommended to take note of this when selecting materials for a shopfront. If there is no suitable alternative available, every effort should be made to ensure the timber comes from a documented sustainable source.

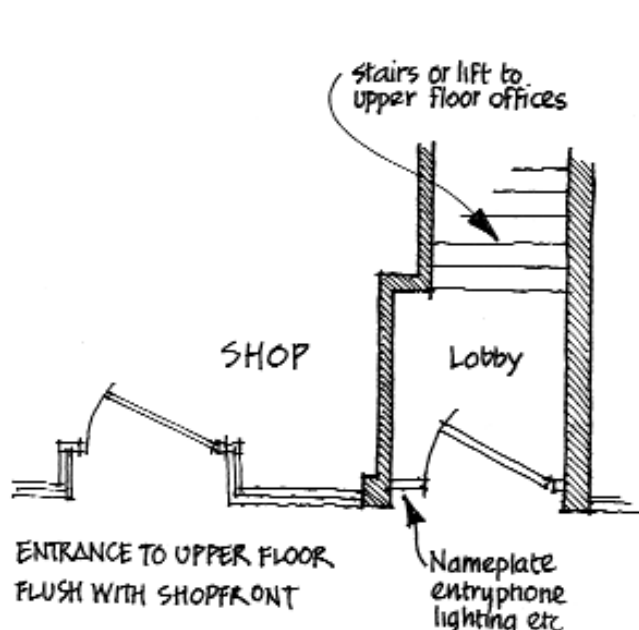
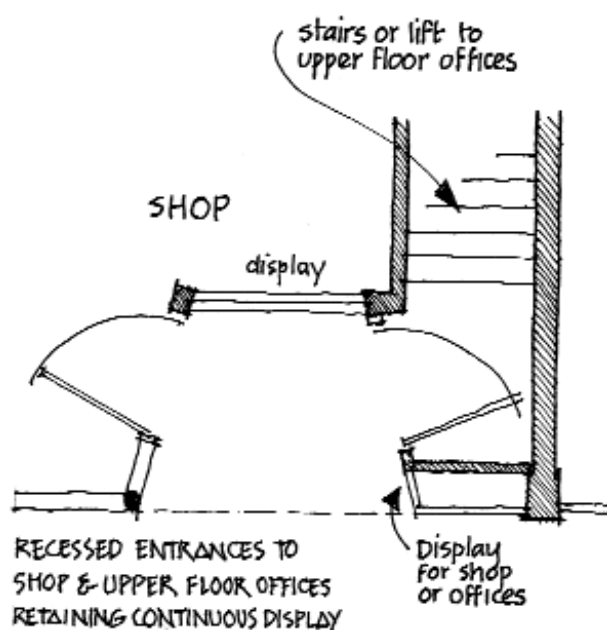
3.6 Colour

The colour scheme selected should harmonise with any colour on the building above, and on adjoining buildings and shopfronts. Garish contrasts within the shopfront and vivid colours should be avoided, as should large areas of bright colours, particularly on shiny material such as plastics. In some cases varnish or artificial graining may be appropriate.

3.7 Independent access to upper floors

The council is concerned to encourage, where possible, the use of upper floors of commercial properties. An important factor contributing to the redundancy of these upper floors has been a lack of independent access. To prevent a further increase in the number of isolated upper floors, the council will require that any existing entrances to upper floors must be incorporated into new or replacement shopfronts, even if this results in a reduction in the final overall display area. Where the shopfront installation is part of a wider refurbishment or re-development of the building, the introduction of a new front access to the upper floors may be required.

Independent Access to upper floors



3.8 Doors

The design and positioning of doors should be integral with the design and layout of the whole shopfront. Refer also to guidance on access for disabled people.

In order to obtain Building Regulations approval, the design of shop entrances must accord with British Standard 5588 relating to fire safety. In shops over 350m², where there is no adequate alternative means of escape, entrance doors are required to open outwards, except over a change in level.

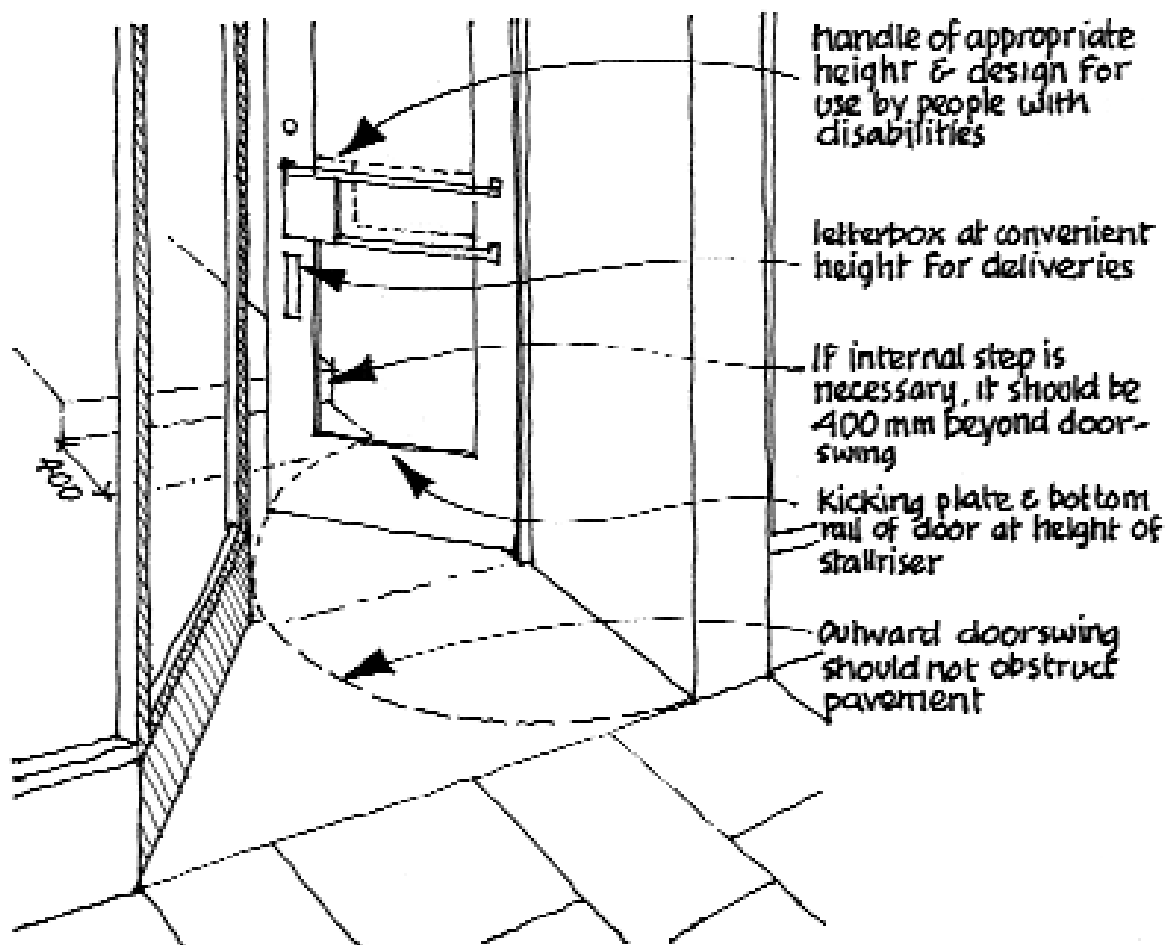
To avoid obstruction of the pavement, a recessed doorway is therefore necessary. Additionally, the outermost point of the swing of an inwardly opening door must not be closer than 400 mm to a change in floor level.

On many traditional shopfronts, the entrance is recessed, and the floor of the recess decorated with mosaics or tiles. If a traditional design treatment has been selected, serious consideration should be given to the inclusion of a recessed doorway. A solid panel at the base of a glazed door to coincide with the line of the stallriser is often appropriate. The glazed part of the door should in most cases be a single pane of glass, not sub-divided into small panes.

A recessed doorway in a modern shopfront can also be attractive, adding interest to what might otherwise be a rather 'flat' and stark appearance.

Door furniture should be appropriate to the character of the door, shopfront and buildings. Modern fittings will not always be suitable and traditional fittings, possibly in brass, should be considered. Property numbers should always be incorporated. Any nameplates should be neatly grouped.

Door location and design for ease of access



4.0 Signs and advertisements

The design and positioning of signs will affect the appearance of a building and, hence, extreme care will be expected. Signs will not normally be permitted above fascia level. There are three main types of sign, and the following design guidance applies.

4.1 Fascia signs and lettering

Fascia signs are traditionally handpainted by a signwriter, or have individually applied three dimensional letters. The traditional approach is one which enhances most buildings and shopfront designs and should always be considered. Modern factory-produced fascias of plastic or similar materials, often internally illuminated, are normally offensive on buildings of period design or imposed on traditional shopfronts, especially when in the form of a projecting box. These fascias will usually only be acceptable on modern buildings, provided they can be appropriately integrated. Lettering will not normally be acceptable on the spandrel of the main building between first and ground floor, and only allowed where there is no viable alternative for signing.

The choice of lettering style employed for the fascia sign is critical to the appearance of the shopfront and will be dictated by the nature of the business and the character of the building and shopfront. Basic considerations are clarity and appropriateness of scale in relation to the size of the fascia, neither crowding the fascia, nor too small. Upper case lettering is often the most appropriate on a traditional shopfront.

The content of signs should be kept to a minimum. A fascia should state only the name of the trader and, if necessary, the nature of the trade. Extraneous advertisements should be avoided, as should unnecessary duplication of a name on a single fascia.

The regulations covering signs are complex and dependent on a range of factors. Those considering signage should check with the Built Environment Division on 01242 264328. The DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers" is a valuable guide and is available from www.communities.gov.uk.



4.2 Projecting signs

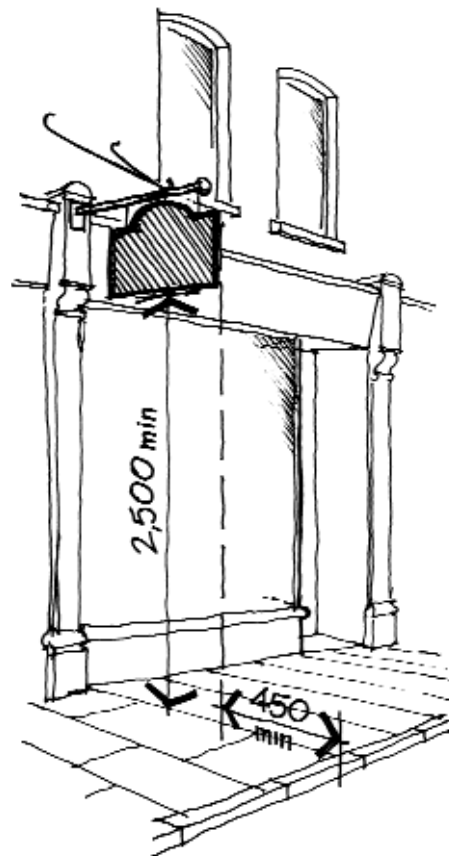
Projecting signs will be resisted on commercial properties in the following streets:

- The Promenade
- Montpellier Walk
- Montpellier Street
- Montpellier Avenue
- Queen's Circus

Elsewhere, applications will be considered on their merits subject to the following criteria:

- (i) no more than one projecting sign per shopfront;
- (ii) projecting signs generally to be in line with the fascia panel, and never above first floor sill level;
- (iii) signs to co-ordinate with the colour scheme and lettering style of the overall shopfront design;
- (iv) maximum size should generally be 600 x 400mm, but a smaller sign may well be required;
- (v) minimum clearance of the footpath should be 2.5m;
- (vi) minimum distance between the kerb edge and sign edge should be 450mm.

Proposals for hanging symbols or traditional hanging signs to public houses, will be considered sympathetically.



The full height recessed glazing of these shopfronts lets the original classical colonnading of the architecture speak for itself. Pseudo-Victorian shopfronts would be inappropriate for these buildings. Note the use of simple steel window frames and frameless doors to minimise visual distraction from the architecture. Care has also been taken in the placing of lettering.



4.3 Window signs

Although there are no planning controls over signs and posters within shop windows – they can have a negative impact on the appearance of a shop. Furthermore, shoppers are often reluctant to enter a shop when they cannot see in – so there is a commercial logic to keeping windows uncluttered.

It is the Council's preference, and generally good design practice, to ensure that ground floor window lettering and related graphics are only used as an alternative to a fascia or projecting sign. Where a suitable fascia cannot be provided for buildings designed originally for other uses: eg banks or other commercial buildings, window lettering will be permitted. There may also be other appropriate alternative locations, for example, lettering at window sill level, often in inscribed brass work, has been used to effect in traditional shopfronts. Garish window stickers, poster displays and illuminated box signs in shop windows are inappropriate. Window signs will not be permitted on upper floors, except for businesses operating solely on upper floors.

4.4 Illumination

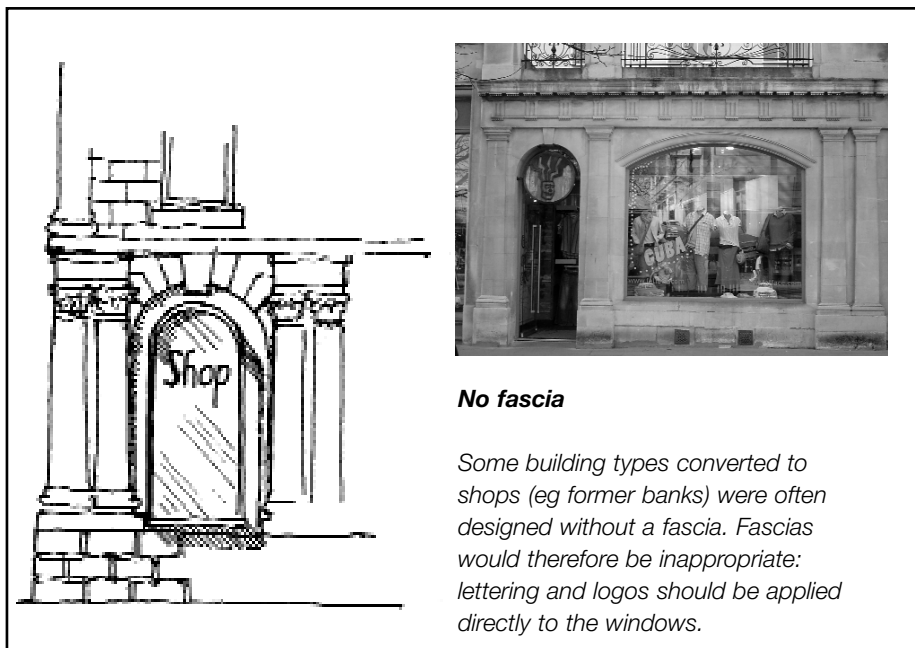
On period buildings in particular, internally illuminated fascias and projecting signs are out of character and will be resisted. Where fascias or projecting signs are to be lit, concealed top light tubes or spotlights are an acceptable alternative, provided they are sufficiently discreet. In some cases, internally illuminated individual letters may be effective. Projecting floodlights or swan-neck down lighters are difficult to integrate satisfactorily into a shopfront design and should not be used if they cannot be sited unobtrusively. The council will not permit the illumination of signs where this cannot be achieved in a manner which is generally in accord with the other design principles of this guide. Illumination should not be so designed or located to result in confusion with traffic signals.

4.5 Using the Street

It is not uncommon for shops and commercial premises to make use of the street outside their buildings to display advertising; to extend the stall; or as a sitting out area for dining or drinking. These uses may variously require planning permission, advertisement consent, a licence from the highway authority and a liquor licence.

The Council is keen to encourage a lively street scene and in many cases the extension of commercial activity into the street can help to achieve this. However, the Council is also concerned to avoid over-cluttered streets, for aesthetic reasons; for safety reasons (particularly nuisance to partially sighted people); and for ease of movement. In assessing planning permission and advertisement consent, therefore, the Council will consider such issues as visual appearance; the width of pedestrian areas; the volume of pedestrian traffic locally; and the level of clutter and furniture already in the street.

Signage and stall extensions should normally be kept to a minimum. The Council's policy on "A"-board licences is that there should be no more than one per unit and then only where there is a proven need and the shop is off a main pedestrian route. Sitting out areas should normally incorporate some form of boundary enclosure.

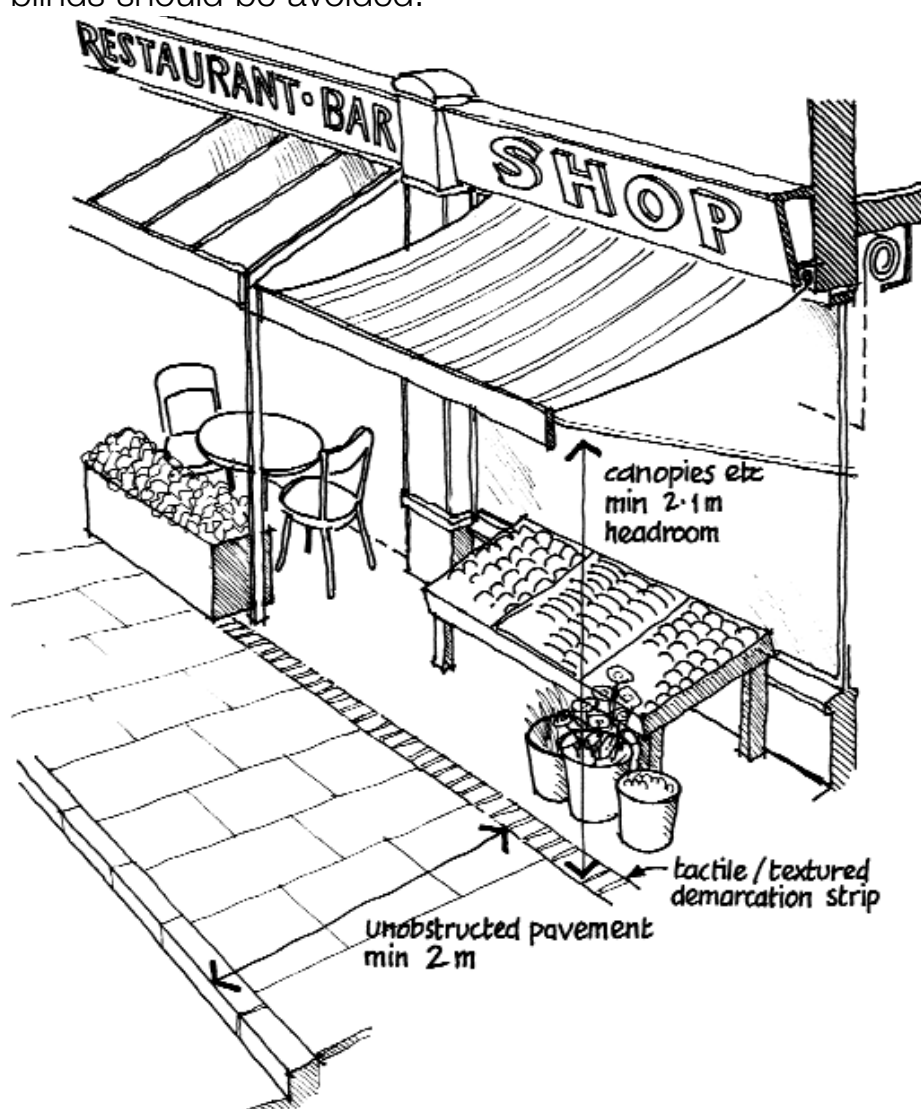


5.0 Canopies and sunblinds

All applications for canopies and blinds will be assessed on their merits in relation to the guidelines set out below. The purpose of canopies and blinds should be to afford weather protection, not act as a permanent and prominent substitute for a fascia or projecting sign. Canopies without advertising will require planning permission; those with advertising will fall under the advertising regulations.

Where they are used, canopies and blinds should not detract from the style of the shopfront, the character of the building or the street scene. There is a variety of retractable blinds which can be attractive and provide the necessary weather protection. All forms of fixed blinds should be avoided.

Dutch blinds and other canopies using a 'fan' or folding supports are not traditional and can be very obtrusive, owing to their construction, both when open and closed. Such blinds are difficult to install in a manner which does not detract from the shopfront and their use will normally be resisted. The preferred solution is fully retractable roller blinds which, if well designed and positioned, can enhance a shopfront, whether modern or traditional. It is essential that the blind box is incorporated into the shop front design and not simply applied.



These areas give a shopping street welcome vitality and colour. The illustration shows how the spill out areas should be demarcated and contained to prevent obstruction and ensure accessibility for people with disabilities.

5.1 Fitting and positioning

The following points should be noted in relation to the fitting and positioning of blinds:

- (i) roller blinds must be retracted into a 'blind box' fitted flush with the fascia. Drawn sections will be required with the application;
- (ii) blinds should usually cover the whole width of a shopfront, or in some cases individual windows, but should not obscure pilasters or other architectural features. Blinds will usually be the same width as the fascia or window;
- (iii) blinds will not be permitted over doors alone or upper storey or basement windows;
- (iv) all canopies and blinds should clear the footpath by a minimum of 2.3m and there should be a minimum of 450mm between the kerb edge and outermost edge of the canopy;
- (v) blinds should not interfere with visibility of traffic signals and signs;
- (vi) blind supports should not interfere with or detract from the appearance of a shopfront.

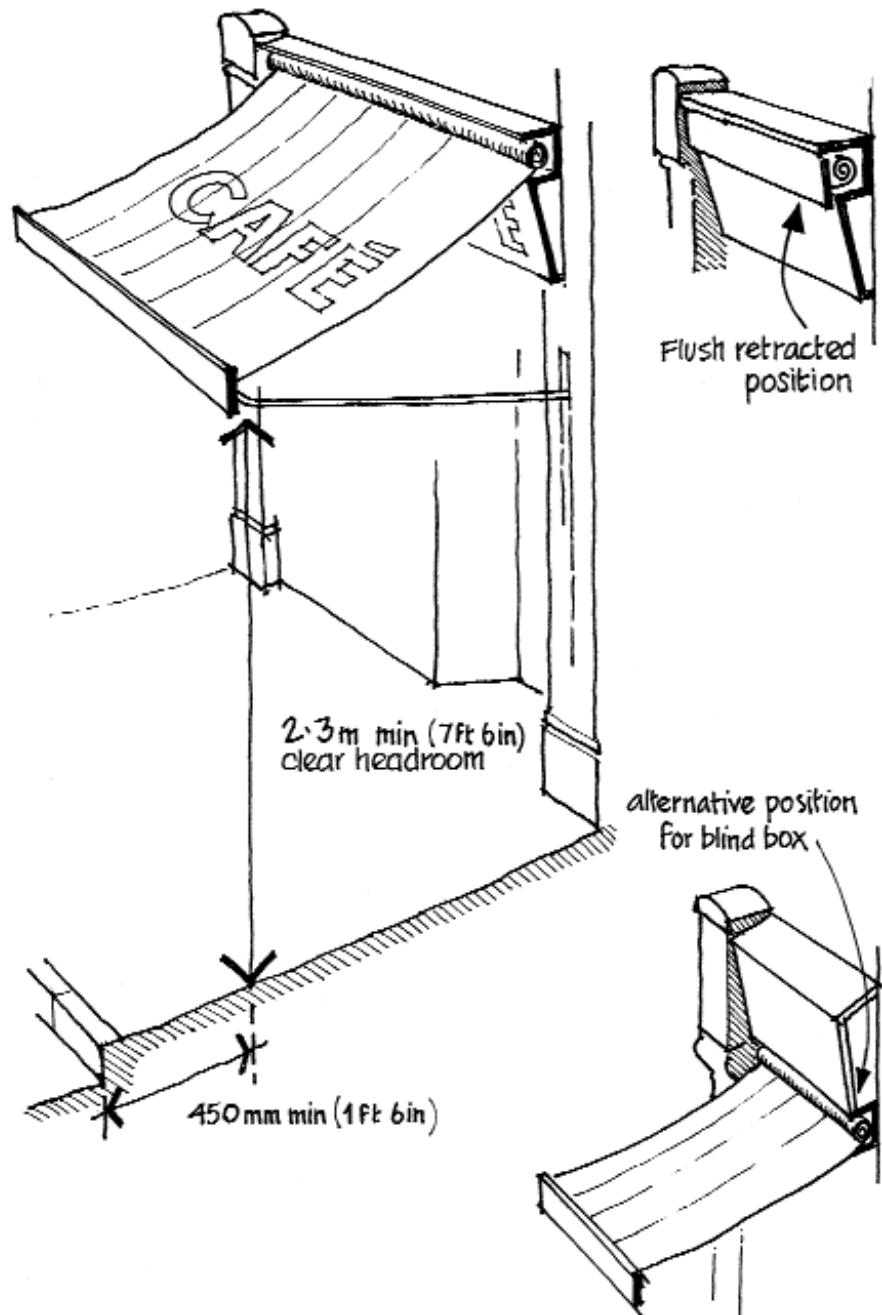


5.2 Materials and colour

Glossy plastic and other 'wet-look' materials are inappropriate, particularly on period buildings, and must be avoided. Canvas is the preferred material. Colours should match or tone with the fascia and garish colours should be avoided.

5.3 Lettering

Any lettering should be kept to a minimum and not allowed to dominate the canopy. The style of lettering should co-ordinate with the design of the whole shopfront, especially the fascia sign.



6.0 Shopfront security

When determining applications for new shopfronts, any proposed security arrangements will be carefully considered. The council is concerned to resolve the conflict between the security needs of shopkeepers and the detrimental impact of shutters on townscape quality and the night-time character of the town centre in particular. Internal lighting can be used at night to add to the feeling of security in a shopping area and to reduce the impact of crime.

In all matters of security it is important to consult the Police Architectural Liaison Officer, as well as the Planning Authority.

6.1 Shutters and Grilles

External solid metal shutters on shopfronts are unattractive, are extremely vulnerable to graffiti, and can adversely contribute to the appearance of an area under threat, thus inviting further damage. External solid metal shutters will only be permitted in exceptional circumstances, and if permitted will need to be powder coated.

The following are recommended as acceptable alternatives:

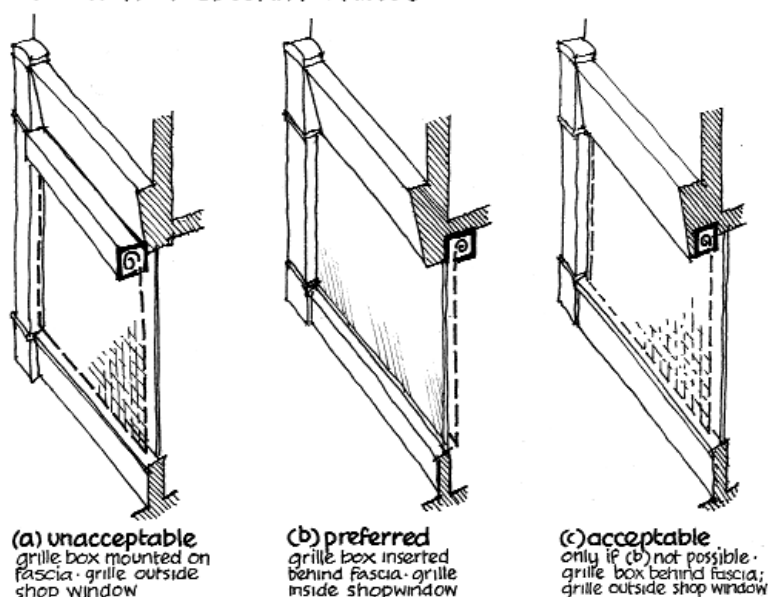
(i) Security glass – this is laminated glass with a plastic layer incorporated into it during production. It is the preferred solution and has the capacity to remain intact even when broken. Other options are toughened glass or architectural perspex.

(ii) Internal security grilles – these can be fitted discreetly behind the shop window, and are retractable.

(iii) External open mesh grilles – these are least likely to receive consent but, if used, must still enable the window display to be viewed. Shutter box housings should always be integrated within the shopfront (i.e. behind the fascia) or be recessed and flush with the shopfront. Shutter guides should either be removable, or integrated into the shopfront design, and colour coated to match the shopfront.

The use of the first two of these alternatives, either independently or combined, and particularly in conjunction with an alarm and a reinforced stallriser, can offer security without damaging the appearance of the building or the character of the street.

LOCATION OF SECURITY GRILLES



6.2 Alarms

Burglar and fire alarms, while often essential, are unattractive devices and should be sited as unobtrusively as possible. Avoid the arbitrary positioning of alarms which give the impression of an ill considered afterthought. Alarms are best incorporated on centrelines between upper windows, or soffits of recessed doorways. They should never be located on architectural features such as brackets or pilasters.

6.3 Reinforced Shopfront

Using elements of a traditional shopfront design, it is relatively easy to introduce concealed strengthening. Stallrisers can be set in front of a concrete block, whilst steel strengthening can be introduced behind transoms and mullions and within pilasters. In addition to protection, this approach also reduces the likely area of glass to be replaced in the event of an attack. However, the way in which these reinforcing elements tie in to the main building structure needs careful consideration in order to avoid structural damage in the event of a strong impact – this is a particular issue in historic buildings.

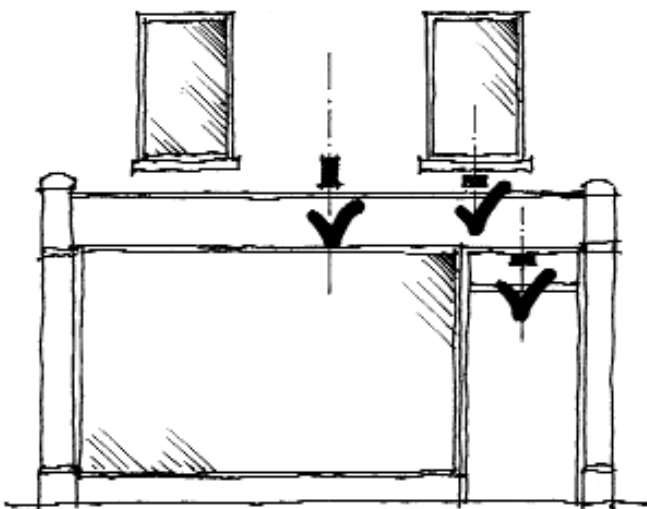
6.4 Bollards

As a measure against ram-raiding, bollards may be effective. However, they can also have a detrimental effect on clutter in the streetscene. Bollards will only be allowed as a last resort where they do not detract from the quality of the streetscene; where the design is considered to be in context; where there is a proven need; and where no other less intrusive measures are considered appropriate.

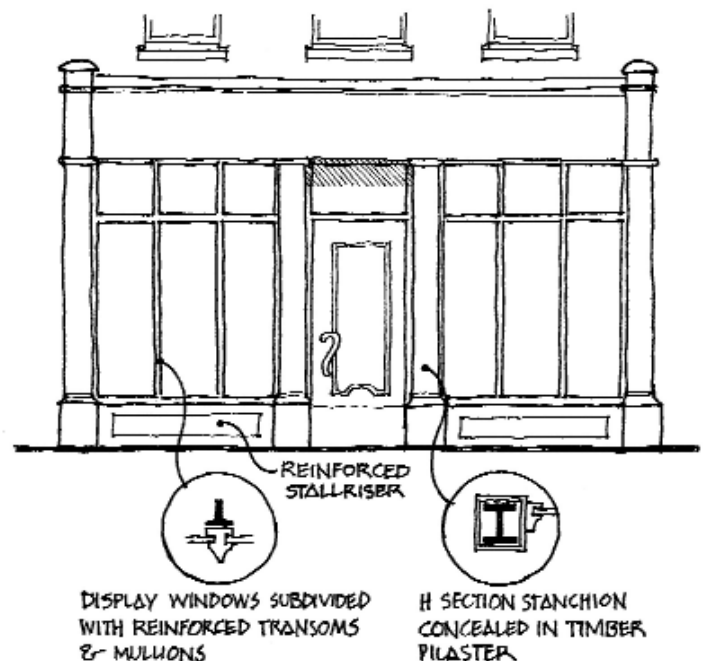
6.5 Automatic Till Machines

The location of ATMs needs careful consideration from a number of angles. The positioning should not impact on the integrity of historic buildings and, on all buildings, will need to consider issues of balance and positional logic discussed in other parts of this guide. However, ATMs should be positioned, wherever possible, in locations subject to a high degree of passive surveillance. They should not be located so as to impede the movement of pedestrians. Arrangements should be made for the disposal of any paper slips.

Well placed burglar alarms



Features of a reinforced shopfront



7.0 Shopfronts in covered shopping centres

These notes are offered as assistance to the designer because consent for shopfronts and signs is not required where these are inside a building and do not affect its external appearance.

In modern covered shopping centres the shopfront often cannot be seen in relation to other floors. This gives the designer wide scope for imaginative solutions without fear of conflicting with the rest of the building. The council hopes that full advantage will be taken of this opportunity, while maintaining a high standard. In some instances a completely open shopfront may be appropriate, this can be demarcated from the pedestrian area by a change in decor and flooring, and protected by a security grille

7.1 Shopfront elements

(a) Stallriser

These are not necessary in covered arcades given that one of their principal uses is to create a solid visual base for the building above.

(b) Glazing

Normally, the sub-division of glazing is used as a means of acknowledging the vertical proportions of the building above. In covered arcades this is not necessary and sheet glazing can assist in creating a feeling of space.

(c) Pilasters

Some form of vertical element is useful to give visual demarcation between shop units.

(d) Fascia

As with all shopfronts, the fascia should form an integral part of the overall design, it should be in proportion to the shopfront and not appear too dominating. If the fascia is restricted to the area above the doorway, this effectively 'opens up' the shopfront. Floor to ceiling glazing creates a feeling of height and light. A full width fascia has a lowering, heavier effect.

(e) Doors

Recessed doors assist in breaking up the monotony of a smooth wall of shopfronts.

(f) Materials

These should be of a high quality and finish, and alternatives sought to tropical rain forest hardwoods.

7.2 Signs and advertisements

Full frontage width factory produced box fascias will not usually be suitable. In the intimate environment of a covered shopping centre such signs would be too overpowering and unnecessary.

The content of signs should be kept to a minimum, usually restricted to a name and/or the trade and the number of the shop unit.

Projecting signs should conform to an agreed uniform design, and no larger than 600mm x 400mm.

Lettering on windows will often be appropriate, but only as an alternative to a fascia.

8.0 Access & people with disabilities

There are 16,000 people living in Cheltenham with some form of disability which may give them difficulty in accessing services. This is 14% of the population – a substantial proportion of the potential market excluded from shops which do not make adequate arrangements for them. Additionally, people with pushchairs or prams can have similar problems of accessibility to buildings. This section provides some design guidance and offers directions to sources of information that will allow designers to develop and upgrade the facilities to take advantage of this opportunity, with the added benefit of developing a more inclusive environment within Cheltenham. Its advice should be considered alongside the aesthetic and heritage advice given elsewhere in the document.

It must be remembered that access is an issue which at some time affects everybody. Consideration has to be given to people with limited mobility; people who have problems seeing or hearing; people who have limited dexterity; people who have difficulty comprehending their environment and information within it; and people with small children, baby buggies and heavy shopping.

It will not be possible to make every shop accessible and useable by every person but where it is reasonably practical, every effort should be made to allow as many people as possible to actively participate in the town and suburban environment. In all cases, designs for special access needs should aim to achieve the aesthetic objectives set out in other parts of this guide.

Further information on designing for access is available from Building Control Officers and from the following websites:

Disability Rights Commission
www.drc-gb.org

Centre for Accessible Environments
www.cae.org.uk

Disabled Living Foundation
www.dlf.org.uk

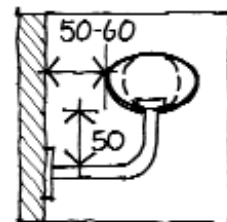
8.1 Approaches and Entrances

Access to buildings starts before a person arrives at the door – items in the street will impact on the ease of access. These will generally be beyond the control of the shopkeepers, but the use of moveable items around the door will always be a hazard to people entering the shop and so should be avoided.

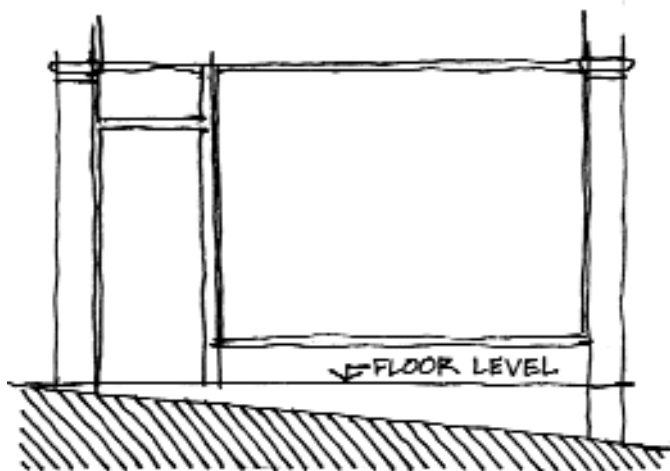
A level access from the footway to the shop must always be considered to be the best design solution, but will not always be possible. Where ramp access is provided it should have a gradient not exceeding 1:12 for a ramp of maximum length 2 metres; 1:15 for a 5 metre ramp; and 1:20 for a 20 metre ramp. Any landing should be level with a maximum cross fall of 1:50. The ramp should be a minimum of 1200mm wide and should have a handrail on at least one side if it is short or both sides if the ramp is more than 2 metres long. If a series of ramps rises more than 2 metres an alternative means of access should be provided.

A level landing area will need to be provided that is large enough to allow a wheelchair user to open the door without the need to hold them steady on an incline. The provision of a ramp access will need to be considered in relation to the size and use of the shop. It could be that a more practical solution would be to provide access at another point or via another level change mechanism such as a platform lift. It is advisable to consider the cost and benefit of available systems. However, it must be remembered that there is a requirement under the Disability Discrimination Act 1995 to remove, where ever reasonably practical, any barrier to access.

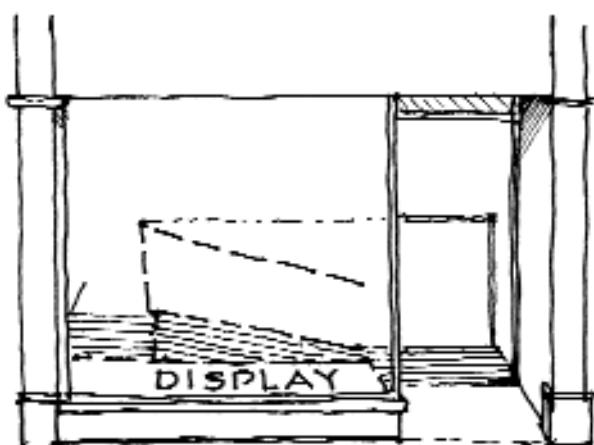
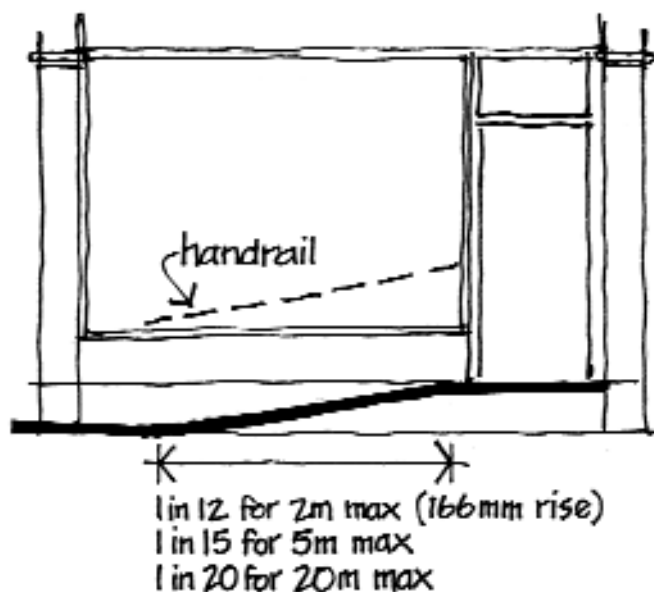
Whatever method of access to the shop is chosen it is suggested that consideration is given to protecting the access point from the weather so that people waiting to enter the building can do so in reasonable comfort and also to prevent the surface from being made slippery.



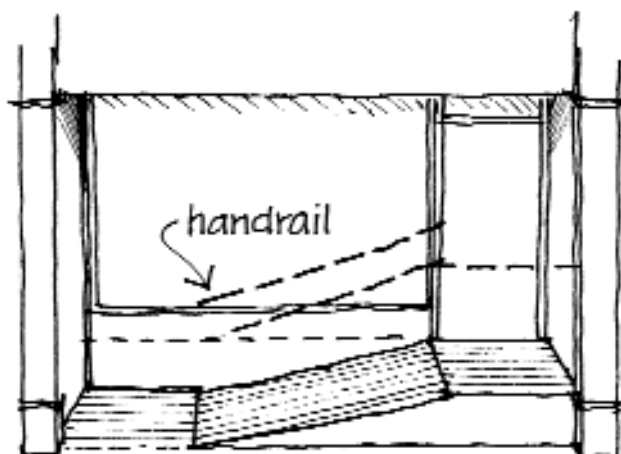
HANDRAILS
should be of a material which is warm to the touch
non circular hand-rail pref 50 wide x 38 deep with rounded edges



Where the shop is located on a slope the shopfront should be designed in order that the entrance is aligned where the floor level and street entrance coincide.



INTERNAL RAMP



EXTERNAL RAMP

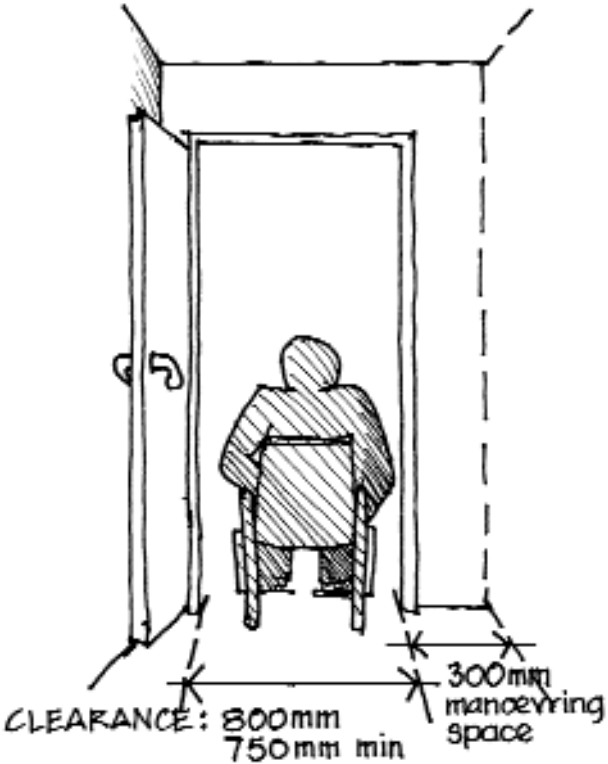
8.2 Doors

A doorway needs to be clearly visible and preferably of automatic operation, if it is not the door should be light and an easy to open. It is suggested that a door should require a load of no more than 20 Newtons to open.

Door openings need to have sufficient effective clear width to be properly used by those in wheelchairs. This will vary according to the angle of approach and the width of approaches.

When specifying a door size, designers should take into account the extent to which the door may not be able to open to 90° allowing for the projection of the door furniture or wall configuration.

Additionally, there needs to be adequate width in the approach to allow for manoeuvring of wheelchairs during the opening process.



Direction of approach of wheelchair	Effective clear width (mm)	
	Preferred	Minimum*
Straight-on (without a turn or oblique approach)	800	750
At right angles from an access route at least 1500mm wide	800	750
At right angles from an access route at least 1200mm wide	825	775
At right angles from an access route at least 900mm wide	850	800

* The minimum effective clear width should only be used in unavoidable circumstances

8.3 Internal Layout

Internal layout is not strictly a concern of this guide and, on unlisted buildings, is unlikely to be a concern of a Planning Officer. However, structural elements may be of concern to Building Control or Conservation Officers. Additionally the commercial logic that applies to shopfront accessibility will also apply to the internal layout of shops – both in terms of the structure and the positioning of fixtures and fittings – and it is important to ensure that the layout inside the building is accessible.

Consideration should be given to the height objects are above floor level; the width of access routes; the identification of changes in level; the size and ease of use of doorways; the identification of hazards; the identification of services available; the provision of systems to help those with hearing, sight or comprehension difficulties.

8.4 Making Improvements

Although a thorough overhaul of access arrangements may be a costly procedure, it is possible to make changes that greatly improve access to without a substantial investment. Commercial operators should consider the service on offer; how people with special needs may currently be excluded from them; and what options are available to remove that barrier – for example it could be that moving the position of a single display could greatly increase access around the building.

9.0 Submitting an application

9.1

Planning Permission is needed from the council for the following works:

- construction of new shopfronts
- material alterations to existing shopfronts, including the erection of security grilles and shutters
- removal of shopfronts

Advertisement consent may be required for:

- installation of canopies and sunblinds
- installation of signs and most advertisements
- Illumination of signs and advertisements

The DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers" is a valuable guide and is available from www.communities.gov.uk.

If the building is listed, then Listed Building Consent will be required for the above items.

9.2

Separate applications will be required for Planning Permission, Listed Building Consent, Advertisement Consent and Building Regulation Approval, as appropriate. Because of the interrelationship between shopfronts and signs, it is helpful to submit applications for planning permission, listed building consent and advertisement consent at the same time. Further advice can be obtained from any of the Built Environment Division on: 01242 264328.

Please note that a licence will be required from the borough council, as highway authority, for any structure (canopy or sign) which will project over the highway – telephone: 01242 264328.

Information required

Drawings with shopfront applications should include 5 sets of the following:

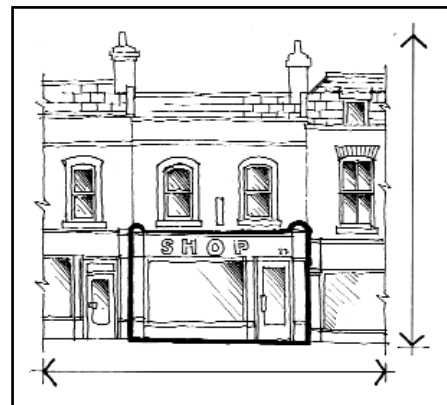
- a site plan (which should be on an Ordnance survey base of scale 1:1250 with the site outlined in red);
- two elevations to a scale of not less than 1:50 showing the whole of the building facade and adjoining facades, as existing and as proposed;
- floor plans to scale 1:50 or 1:100 as existing and proposed;
- relevant sections;
- sections of all mouldings, usually full or half scale.

Drawings should be clear, accurate and contain sufficient information to allow a proper assessment of the proposals to be made.

Drawings should specify colours and materials to be used.

Further guidance is available in the Supplementary Planning Guidance on the submission of Planning Applications, available from the Built Environment Division.

All documents referred to are available on the website – www.cheltenham.gov.uk



ENVIRONMENTAL REPORT

Shopfront Design Guide

1. Summary and outcomes

1.1 Non-technical summary

The purpose of the Sustainability Appraisal (SA) (which includes SEA requirements) is to promote sustainable development by integrating sustainability considerations into the preparation and adoption of Supplementary Planning Documents (SPDs).

This SA analyses the Shopfront Design Guide Supplementary Planning Document (SPD) against a series of sustainable objectives. It found that the implementation of Option 2 (which consisted of the preparation and adoption of the SPD) was the preferred option. The implementation of the preferred option would establish a basis for the improved design of shopfronts throughout the town and contribute to a range of social, environmental and economic sustainability objectives.

1.2 Statement on the difference the process has made

The implementation of the SA has ensured that the guidance in the Shopfront Design Guide SPD has been vigorously tested to demonstrate that it reflects sustainable development objectives, addressing social, environmental and economic effects of proposals at the outset of their preparation. The process led to changes to the document relating to use of sustainable materials; major alterations to the advice on disabled person's access; and the introduction of a section on shopfront security.

1.3 How to comment on the report

Shopfront Design Guide SPD and an accompanying draft Sustainability Appraisal will be deposited for public consultation in November 2006, for a statutory period of six weeks. The documents will be available on the Council's website, local libraries and other deposit locations. Paper copies will be available on request.

2. Appraisal methodology

2.1 Approach adopted to the SA

The development of the SPD was carried out in conjunction with the SA scoping report (available in full at www.cheltenham.gov.uk). The SPD was considered against each criterion in the Measuring Tool (see Appendix 4) to assess their effects upon achieving the Council's sustainability objectives.

2.2. When the SA was carried out

The Sustainability Appraisal was carried out through an early informal process in Spring 2005 and reviewed through this formal process in October 2006.

2.3 Who carried out the SA

The Council's Urban Design Team undertook the SA.

2.4 Who was consulted, when and how

The Council's Strategic Land Use and Sustainability teams were consulted on the SA in Spring 2005. The four statutory Consultation Bodies (namely Countryside Agency, English Heritage, English Nature and Environment Agency) will be sent the draft SEA in October 2006, for a statutory period of 5 weeks. Following approval by Council's Cabinet, the Shopfront Design Guide SPD and SEA will be available for public consultation for a period of 6 weeks.

3. Background

3.1 Purpose of the SA and the SA Report

The purpose of carrying out a sustainability appraisal on SPDs is to ensure that the Cheltenham Local Development Framework makes a positive contribution towards sustainable development and takes social, environmental and economic factors into consideration in developing policies and plans.

The purpose of the SA report is to determine whether the SPD will achieve the identified sustainable objectives in social, environmental and economic terms. Two options are tested against each other, with positive and negative impacts being identified. The process gives an opportunity to alter the emerging preferred option to either eradicate or mitigate negative impacts.

3.2 Plan objectives and outline of contents

The objective of the SEA Directive is to provide a high level of protection to the environment, with a view to promoting sustainable development.

The SEA is made up of the following stages -

Stage A1: Identifying other relevant policies, plans, programmes and sustainability objectives

Stage A2: Collecting baseline information;

Stage A3: Identifying sustainability issues and problems;

Stage A4: Developing the SA Framework

Stage A5: Consulting on the scope of the SA with the 4 statutory bodies

Stage B: Developing and refining options and assessing effects;

Stage C: Preparing the Sustainability Appraisal Report;

Stage D: Consulting on the draft SPD and Sustainability Report; and

Stage E: Monitoring the significant effects of implementing the SPD.

3.3 Compliance with the SEA Directive/Regulations

It is believed that the SA complies with the SEA Directive's objective of promoting sustainable development by critically examining how management proposals contribute to the promotion and provision of sustainable development. Where proposals may have a negative effect, mitigation measures are suggested to counterbalance this effect, therefore enabling the proposal to be sustainably viable.

4. Sustainability objectives, baseline and context

4.1 Links to other strategies, plans and programmes and sustainability objectives

The production of the SPD and SEA has involved the acknowledgement and incorporation of objectives of existing international, national and local plans, policies and programmes. A list of relevant plans, policies and programmes is at Appendix 1. This has ensured that the SPD incorporates specific requirements in order to meet their sustainability objectives. The SPD's most direct links are to:

- PPG15: Planning and the Historic Environment;
- PPS6: Planning for Town Centres;
- A Strategy for the Historic Environment in the South West;
- Cheltenham's Community Plan Priorities
 - To reduce crime and disorder, and the fear of crime, in our communities;
 - To reduce inequalities in our communities and develop a sense of community;

- To protect and improve the environment of Cheltenham and make it a beautiful and sustainable town;
- Cheltenham Local Plan

The SPD with accompanying SA forms part of the Cheltenham Local Development Framework expanding on the policies of the Development Plan Documents (DPDs). There are a series of saved policies with the Cheltenham Borough Local Plan which relate to the preparation of the Shopfront Design Guide. Policy CP7 Design is most significant and has been acknowledged in the production of the SPD and SA. Others include Policy CP 4 - Safe and Sustainable Living, Policy BE 17 - Advertisements and Signs in Conservation Areas, Policy BE 19 - Projecting Signs in Conservation Areas and Policy BE 29 Advertisements and Signs on Listed Buildings.

4.2 Description of the social, environmental and economic baseline characteristics and the predicted future baseline

The baseline characterisation assessment gives a yardstick against which to measure the effects of the proposed policies and plans within the Local Development Framework (LDF) in terms of environment, economy and society.

The baseline information is made up of a variety of information and indicators taken from a range of sources, such as the Census, Gloucestershire Labour Market Information Unit (GLMIU), MAIDEN (a local information organisation) and best value performance indicators. It covers areas such as economy, social issues, inequalities, environmental issues and sustainability. Each characteristic has been broken down into a series of criteria covering areas such as biodiversity, flora and fauna, cultural heritage and landscape and population and human health. There is no baseline data directly relevant to the subject matter in this SPD. However, the information included under the 'Protecting and improving the quality of Cheltenham's built environment' Corporate Priority, demonstrates the heritage value of the town as a whole – with 7 conservation areas (including Central; Cheltenham CA – reputedly the largest in Europe) and over 2,500 listed buildings. Additionally, data in the "Reducing crime and disorder" Priority identifies the importance of a safe and attractive day and night-time environment in the town.

The matrix tests the options considered against a range of sustainability criteria. The adoption of the SPD will have a positive impact on achieving the environment and crime Corporate Priorities by protecting locally important heritage assets, promoting sustainable building techniques and encouraging crime prevention measures which are compatible with the environmental objectives.

4.3 Difficulties in collecting data and limitations of data

The baseline data looks back several years, where available, to give an indication of trend. Some of the indicators have been modified since they were drawn up and this is noted in the schedule. It has not been possible to establish trends where the data is incomplete.

There has been some difficulty with obtaining some data sets and it is accepted that this information will need to be regularly updated and the most recent information available will be used for the purposes of the appraisal.

Much of the information collected at the A2 stage relates to new or fairly recent indicators and there is insufficient information to give reliable trends. Owing to this, only a small number of negative trends can be identified.

4.4 The SA framework, including objectives, targets and indicators

The SA framework details a series of social, environmental and economic sustainability objectives; a series of criteria to achieve these objectives; and indicators to measure their success.

The criteria are used in the Measuring Tool (Appendix 4) to assess the impact of the SPD against policy performance outcomes.

4.5 Main social, environmental and economic issues and problems identified

The SPD deals primarily with an environmental issue – the contextual design of shopfronts. However, in doing so, it directly addresses how this contextually sensitive approach can be accommodated in considering issues of crime and equality of access. Having said this, the nature of the SPD does not lend itself to any meaningful baseline data measure which might help develop it.

5. Plan issues and options

5.1 Main strategic options considered and how they were identified

The two main options which came out of the SA process were –

Option 1 – Do nothing

Option 2 – Prepare and adopt the SPD

The effects of both options were considered, using the wide range of sustainability criteria set out in the matrix. It was necessary to test Option 1 in order to assess the impact Option 2 would have on sustainability performance. The testing has helped to identify their significant sustainability outputs, indicating both the most sustainable option and areas where alterations were required to the SPD to improve performance.

The analysis of Option 2 through the matrix led to additions in terms of sustainable materials, disabled access and designing out crime as a result of its failure in three areas of the matrix:

- To reduce all levels of crime
- Promoting equality of opportunity for all
- To protect natural resources and reduce natural depletion

5.2 Comparison of the social, environmental and economic effects of the options

The SEA Framework in conjunction with the Measuring Tool provides the basis for predicting the effects of the alternatives in comparison with one another. It establishes if each effect is considered significant both by itself and in conjunction with other plans and programmes. Option 1 (do nothing) had a number of negative social, environmental and economic effects due primarily to lack of guidance or control over relevant issues. The positive effects of the preferred option (Option 2 – adoption of the SPD) include the following –

- To protect natural resources and reduce natural depletion
- Promote more energy efficient design within development
- Promote renewable energy and reduce the demand for energy wherever possible
- To safeguard and enhance the historic environment
- To promote education and access to the built environment and archaeology
- To protect and enhance landscape and townscape character
- To avoid light pollution whilst striking a balance with safety

- To minimise adverse visual impact of development
- To reduce all levels of crime
- To design development with well used areas to help reduce crime and the fear of crime.
- To ensure that facilities and services are accessible to all sectors of the community.
- To encourage high quality design in new development to create local identity and encourage a sense of community pride.
- To create viable and attractive town centres that have vitality and a mix of uses
- To encourage more sustainable economic growth that operates within environmental limits
- To encourage the best use of materials and sustainable construction techniques, using local sources wherever possible

5.3 How social, environmental and economic issues were considered in choosing the preferred options

The sustainability criteria cover social, environmental and economic issues and through the Measuring Tool each criterion is assessed against five potential sustainability outputs – very negative, negative, negligible change, positive and very positive. Where appropriate supporting comments justify the level of effect chosen. The summary table in Appendix 4 gives an overall comparison of options. The option with the highest combined ‘positive’ and ‘very positive’ impacts was the preferred option, in terms of achieving sustainability objectives.

5.4 Other options considered, and why these were rejected

Option 1, namely ‘Do nothing’ was rejected due to its frequent negative and negligible effects upon the sustainability criteria.

5.5. Proposed mitigation measures

There are no residual negative effects within the preferred option.

6. Plan policies

6.1 Significant social, environmental and economic effects of the preferred option

The preferred option (prepare and adopt the SPD) has arisen through rigorous testing against a series of sustainability criteria, and against the rejected option. There are no negative impacts in this option. At the other end of the scale, there are a number of significant positive and very positive social, environmental and economic effects upon the Conservation Area. These effects are detailed within the comments box in the matrices and are set out below:

The SPD encourages use of natural materials. It refers specifically to the Council's resolution to use wood from sustainable sources – although this advice cannot be controlled through planning acts.
The SPD suggests use of sustainable construction methods
Implementation of SPD guidance would both safeguard and enhance heritage assets
The SPD encourages improved understanding of historic built environment
Implementation of SPD guidance would both protect and enhance townscape character
The SPD encourages discrete use of lighting
The SPD offers the potential for greater controls over visual impact of proposals.
The SPD offers advice on secure design of shopfronts and safe location of ATMs

The SPD advises on security and on the considered design of the retail environment, which is likely to contribute to the creation of active and vital streets. It will contribute to reductions in crime and the fear of crime
The SPD offers extensive advice on the design of inclusive retail environments and buildings.
The SPD offers extensive advice on the design of inclusive retail environments and buildings.
Implementation of the SPD may help develop understanding of the area and retain historic local identity.
Implementation of the SPD is likely to contribute to the creation of viable and attractive town centres
The SPD will encourage local economic growth through the creation of vital retail areas and the use of locally sourced sustainable materials
The SPD will encourage local economic growth through use of locally sourced sustainable materials. Implementation of the SPD is likely to reduce demand for uPVC windows and doors and plastic signs, which have high environmental impact in terms of both manufacture and disposal

6.2 How social, environmental and economic problems were considered in developing the policies

The SPD encourages a contextually considered approach to shopfront design. The essence of this approach is not only good planning and heritage practice, but has intrinsic benefits in terms of sustainability

- sustainable construction methods;
- use of traditional materials
 - likely to be locally sourced, thus supporting the local economy;
 - likely to be from renewable sources
 - unlikely to be use high energy production techniques;
- encouraging understanding of the traditional local building techniques and skills, helping foster an understanding of the area and local identity;
- enabling access for all
- contributing to the creation of vital town centres – to the benefit of both the economy and community safety;
- designing out crime.

The SPD was drafted to encourage this approach.

6.3 Proposed mitigation measures

There are no residual negative effects for the preferred option and no mitigation is required.

6.4 Uncertainties and risks

The main area of to achieving these objectives risk would arise from a failure to implement the guidance of the SPD.

7. Implementation

7.1 Links to other tiers of plans and programmes and the project level (environmental impact assessment, design guidance etc)

The SPD will, after public consultation, become adopted and used to expand policy and/or provide further detail to policies which have been saved. These will be reviewed/updated through the LDF process.

7.2 Proposals for monitoring

The SEA Regulations includes a requirement for the monitoring of “the significant environmental effects of the implementation of plans... in order, inter alia, to identify at an early stage unforeseen adverse effects, and to be able to undertake appropriate remedial action” (Article 10.1).

Although it is considered that the adoption of the SPD will have benefits in a number of areas, it is likely to have only a minor contributory impact on any of the existing measures or any others that might reasonably be developed. The effects are not considered to be “significant” in the meaning of SEA Regulations and no specific measure is proposed.

Appendix 1 Environmental Report – Shopfront Design Guide
Stage A1 - Relevant plans, programmes and sustainability objectives

INTERNATIONAL PLANS, POLICIES AND PROGRAMMES		
Other plan/programme	Objectives or requirements of the other plan or programme	How objectives and requirements might be taken on board
Johannesburg Declaration on Sustainable Development	The Johannesburg Declaration outlines the path taken to the WSSD, highlights present challenges, expresses a commitment to sustainable development, underscores the importance of multilateralism and emphasizes the need for implementation.	The LDF will need to be underpinned by the central concept of sustainable development. The SA will seek to incorporate some of the key issues addressed by the declaration.
Kyoto Agreement	The Kyoto protocol is an international agreement imposing limits on emissions of carbon dioxide and other gases scientists blame for rising world temperatures, melting glaciers and rising oceans. It was negotiated in the Japanese city of Kyoto in 1997 and ratified by 140 nations.	The LDF will need to incorporate within it, policies that will help reduce harmful emissions and adapt to climate change. The SA needs to incorporate objectives and targets relating to the need to stem climate change.
Strategic Environmental Assessment (SEA) Directive	European directive which requires an assessment to be made of the effect of certain plans and programmes on the environment. Key issues include biodiversity, health, soil, water, air quality, landscape, cultural heritage, climate, flora and fauna.	The SA will need to ensure that it incorporates the specific requirements of the directive.
NATIONAL PLANS, POLICIES AND PROGRAMMES		
Other plan/programme	Objectives or requirements of the other plan or programme	How objectives and requirements might be taken on board
PPG15: Planning and the historic environment	Sets out the Government's policies for the Historic Environment, Conservation Areas, and other areas of the Historic Environment. Policies should seek protection and enhancement of the historic	Local authorities must monitor Conservation Areas, listed and non-listed buildings in order to ascertain if any further designations are required.

	environment whether it is listed buildings, conservation areas, or any other aspect of the historic environment.	<p>LDF to address the preservation and enhancement of the historic environment.</p> <p>SA to incorporate objectives and criteria relating to the protection and preservation of the historic environment.</p>
PPS1: Delivering Sustainable Development	<p>Key objectives are to promote sustainable economic growth, regeneration to improve quality of life for local communities and social cohesion and inclusion.</p> <p>Also to bring forward land and resources sufficient for future needs, to improve access to facilities, to focus development which attracts large numbers of people in existing centres, promote more efficient use of land, protect and enhance the natural environment and address the issue of climate change.</p>	<p>The LDF will need to be based on the overarching principles of PPS1.</p> <p>The SA will need to ensure that the SA Framework will assess each potential policy/proposal having regard to the key priorities of PPS1 including social cohesion, quality of life etc.</p>
PPS6: Planning for Town Centres	Seeks to promote the vitality and viability of town centres by planning for the growth and development of existing centres and promoting and enhancing existing centres, by focussing development in such centres and encouraging a wide range of services in a good environment, accessible to all.	<p>Policies/proposals to maintain and enhance the vibrancy of the town centre and other designated centres.</p> <p>SA objectives and criteria to include reference to vitality and viability of centres.</p>
PPS12: Local Development Frameworks	Sets out the Government's policy for the preparation of Local Development Frameworks. Strong emphasis on community consultation and frontloading. Requires LDFs to be prepared with a view to contributing towards sustainable development. SA to be integrated into the plan preparation process.	<p>The LDF must be prepared in accordance with the guidance set out in PPS12 and must be underpinned by the central concept of sustainable development.</p> <p>Ensure compliance with SEA directive.</p>
REGIONAL PLANS, POLICIES AND PROGRAMMES		
Other plan/programme	Objectives or requirements of the other plan or programme	How objectives and requirements might be taken on board

<p>‘Our Environment Our Future’ Regional Strategy for the South West Environment 2004-2014</p>	<p>This document provides a vision and aims for the environment of the south west in the future. It identifies pressures threatening the environment and key issues to be tackled. The purpose of the strategy is to:</p> <ul style="list-style-type: none"> ▪ Generate awareness of the importance of the south west environment to people living in, working in and visiting the south west ▪ Identify priorities for protecting and enhancing the environment for the benefit of current and future generations ▪ Ensure decisions are based on an understanding that social and economic activity must be undertaken within the carrying capacity of the region ▪ Provide a framework for action 	<p>The LDF will have regard to the key issues of climate change; wiser use of natural resources; food, farming and forestry; tourism and leisure; spatial planning and transport.</p> <p>Recognition of a broad range of environmental issues within the SA.</p>
<p>Strategy for the Historic Environment in the South West 2004</p>	<p>The Strategy aims to change the way the historic environment is perceived and valued in the region. It recognises that the entire environment is historic - with human activity having created land use and settlement patterns that closely reflect the physical environment, particularly geology and topography, climate and the region’s peninsula landform.</p> <p>Priorities are to:</p> <ul style="list-style-type: none"> ▪ Ensure the Historic Environment is integrated into the Region’s Policy Framework ▪ Develop positive and creative partnerships that reflect the many linkages and opportunities in the South West ▪ Ensure the Historic Environment is accessible and relevant to people in their everyday lives ▪ Raise awareness of the historic dimension of the wider environment and its contribution to quality of life ▪ Share knowledge and build a better understanding of the role and potential of the Historic Environment 	<p>The LDF will need to have regard to the protection of the historic built environment in its broadest sense and to ensure that the historic environment is accessible to all.</p> <p>SA to recognise the importance of the historic environment, not just protecting it but also improving access to it.</p>
<p>SW Integrated Regional Strategy (IRS) (Nov ’04) ‘Now Connecting’ (2005) –the</p>	<p>The Integrated Regional Strategy is an important mechanism for more integrated regional working providing a set of broad objectives and priorities relevant across sectors.</p>	<p>Cheltenham lies within the northern sub region of the South West region. The IRS will inform a number of different aspects of the LDF.</p>

Delivery Plan	<p>Headline aims include:</p> <ul style="list-style-type: none"> ▪ To harness the benefits of population growth and manage the implications of population change ▪ To enhance our distinctive environments and the quality and diversity of our cultural life ▪ To enhance our economic prosperity and quality of employment opportunity ▪ To address deprivation and disadvantage to reduce significant intra-regional inequalities 	SA to incorporate objectives relating to culture, economy, deprivation and inequality.
COUNTY LEVEL PLANS, POLICIES AND PROGRAMMES		
Other plan/programme	Objectives or requirements of the other plan or programme	How objectives and requirements might be taken on board
Gloucestershire Structure Plan Second Review (1999)	<p>Existing adopted County Structure Plan providing strategic planning guidance for the County focusing new development in the Principal Urban Areas. Covers the period 1991 to 2011. The strategy is based on:</p> <ul style="list-style-type: none"> ▪ Maximising the use of brownfield sites ▪ Utilising the capacity identified by the joint working process on Greenfield sites well related to existing urban areas <p>Elsewhere in the County, to utilise the capacity identified by the joint working process on sites within or adjacent to towns and villages</p>	<p>Remains the adopted Local Plan and will therefore need to be reflected in the LDF until replaced.</p> <p>SA to incorporate some of the main strategic objectives of the plan including the reuse of brownfield land.</p>
CHELTENHAM PLANS, POLICIES AND PROGRAMMES		
Other plan/programme	Objectives or requirements of the other plan or programme	How objectives and requirements might be taken on board
Cheltenham's Community Plan – Our Future, Our Choice (October 2003 – March 2007)	The plan has been prepared by the Cheltenham Strategic Partnership, which brings together the key organisations and partnerships in the borough.	The Community Plan is currently being reviewed. A timetable has been prepared that allows this review to be undertaken alongside

	<ul style="list-style-type: none"> ▪ The community plan identifies five main priorities: ▪ To reduce crime and disorder, and the fear of crime, in our communities ▪ To improve the supply and standard of affordable housing ▪ To reduce inequalities in our communities and develop a sense of community. ▪ To protect and improve the environment of Cheltenham and make it a beautiful and sustainable town (that is, a town that can grow and develop to improve quality of life for all, now and in the future). ▪ To improve sustainable transport options (that is, transport that allows the whole community to travel safely and easily in an environmentally-friendly way). 	<p>preparation of the Core Strategy of Cheltenham's LDF. This will ensure Cheltenham's emerging LDF will fully reflect the vision and objectives drawn up by the community it serves.</p>
Cheltenham Local Plan Second Review 1991 – 2011	<p>This Plan has been prepared within the context of the Gloucestershire Structure Plan Second Review and covers the period to 201. The Plan is intended to perform 4 functions:</p> <ul style="list-style-type: none"> ▪ To Develop the policies and proposals of the Structure Plan ▪ To develop a detailed basis for development control ▪ To provide a basis for co-ordinating development and other use of land ▪ To bring local and detailed planning issues before the public 	<p>Cheltenham Local Plan has undergone a sustainability appraisal. This can inform the SEA process.</p>
Corporate Business Plan: 2004 – 2007	<p>This sets out Cheltenham Borough Council's vision, purpose, values, core aims and priorities.</p> <p>The corporate priorities are:</p> <ul style="list-style-type: none"> ▪ increase the provision of affordable housing, particularly in the social rented sector, and work towards a balanced housing market; ▪ reduce crime and disorder and the fear of crime in our communities; ▪ protect and improve the environment of Cheltenham and ensure the organisation becomes more sustainable; 	<p>The LDF will provide a mechanism for working towards a number of the Council's objectives.</p> <p>SA to address and incorporate the strategy's main priorities and aims.</p>

	<ul style="list-style-type: none"> ▪ reduce reliance on the private car and increase the proportion of trips made by public transport, cycling and walking; ▪ re-dress the imbalances in our communities and build strong healthy geographical communities and communities of interest; and ▪ enhance the town's reputation as a national and international cultural centre, promote a healthy and sustainable economy and provide opportunities to broaden and enrich sport, play and cultural experiences. <p>The organisational priority is:</p> <ul style="list-style-type: none"> ▪ be an excellent authority delivering high standards of service. 	
Supplementary Planning Guidance : Sustainable Buildings	This supplementary planning guidance is intended to ensure that healthy and highly efficient buildings are created, using materials and methods, which have a reduced impact on the environment. This means considering environmental impacts during the whole lifecycle of a building, from site identification through the construction process, to the building's normal operating conditions, and then to the end of its proposed lifespan. All developments should encourage long periods of use.	SA to ensure that buildings are developed using materials and methods that have a reduced impact on the environment.
Supplementary Planning Guidance: Sustainable Developments	This supplementary planning guidance is designed to encourage more sustainable developments in Cheltenham, by providing advice on healthy and highly efficient buildings, the use of appropriate materials and methods, which have a reduced impact on the environment.	Developments should consider environmental impacts during the whole lifecycle of a building, from site identification through the construction process, to the building's normal operating conditions, and then to the end of its proposed lifespan.
Supplementary Planning Guidance: Security and Crime Prevention	The aim of this Supplementary Planning Guidance is to set out the design principles to be employed, which together with a balanced and sensitive design approach will significantly reduce the opportunity for crime and antisocial behaviour and reduce the fear of crime.	SA to recognise the importance of reducing the opportunity for crime and antisocial behaviour and reducing fear of crime.

Appendix 2 Environmental Report – Shopfront Design Guide
Stage 2 - Baseline Information October 2006

The information collected in this table will be updated annually, and also reviewed to incorporate new indicator as appropriate.

	Corporate Priorities	Key Indicator and Source	Source	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	Trend
2. Reducing crime and disorder (section 17)												
2c	Encouraging a safe and attractive day and night-time environment	Number of reported crimes per 1000 households: <ul style="list-style-type: none">domestic burglariesviolent offences (changed criteria – from 2006 number of robberies per 1000 pop)vehicle crime (1,000 pop.)	CP - BVPI 126, 127b, 128 / old QoL 16, GLIN/new QoL 6 a-c ACDP – some discrepancies with data	12.6 7.4 25.8	11.2 10.9 28.4	18.9 10.9 20.8		18.6 21.2 16.2	15.6 18.6 14.4	13.3 18.4 13.6	13.2 0.76* 11.02	Domestic burglaries have dropped in the last two recorded periods to levels comparable with 98/99. Over the same period violent offences have increased per 1000 households, though the criteria for recording this has altered and may be unreliable. More positively vehicle crime has reduced dramatically.
3. Protecting and improving the environment												
3a	Protecting and improving the quality of Cheltenham’s built environment	% of land designated as conservation area	CP – CBC LPI	12.9%	12.9%	12.9%	14.77 %	14.77 %	14.77 %	14.77 %		This figure rose in the period 01/02 reflecting the designation of an additional conservation area.
3g	Raising awareness of the global impacts of our activities and promoting more sustainable use of materials*	No of agencies on LSP with sustainable procurement policy	CP, LPI – LSP –	-	-	-	-	-	0	1		Too little information to give an accurate picture.

Key to acronyms used within the table

CP- Community Plan Indicator

BVPI – Office for the Deputy Prime Minister (ODPM) Best Value Performance Indicator – updated to 2006

ACPI – Audit Commission Performance Indicator (pre 2001)

Old QoL – UK Government Quality of Life set

New QoL – UK Government new set of Quality of Life Indicators 2005

LPI – Local Performance Indicator

TEN – Included in TEN as LPIs

BVPP- Annual Best Value Performance Plan available on Cheltenham Borough Council website.

ACDP – Audit Commission data profile

Appendix 3 Environmental Report – Shopfront Design Guide

The SEA framework assessment will not have all the columns listed below. It will have a column to enable those undertaking the SA work to record comments.

Objective	Criteria	Indicator
Biodiversity		
1. To protect and enhance biodiversity and geodiversity.	To protect and enhance designated wildlife habitats and species	Area of local nature reserves/ per 1000 population Number of key wildlife sites Area of Local Nature reserves Number of protected species
	To support agricultural practices which protect and enhance designated habitats and species	
	To achieve BAP targets	
Water		
2. To maintain and enhance water resources and quality.	To protect natural resources and reduce natural depletion	EA Biological and chemical river quality (% of km of river achieving cat A % of km of river achieving cat B Number of planning permissions granted contrary to the advice of the Environment Agency on either flood risk grounds or water quality Flood risk maps Average household water consumption per capita Proportion of new developments with SUDS Commercial water consumption Area liable to flood No. of sites of potential concern with respect to contamination Total area of contaminated/derelict land/ proportion derelict
	To encourage higher water efficiency	
3. To reduce flood risk	Avoid developments being at risk from flooding	
	Ensure developments which are at flood risk are adequately protected	
4. Encourage water efficiency and conservation	To improve flow of rivers	
	Promote Sustainable Urban Drainage Systems in developments	
Soil		
5. Safeguard high quality	To safeguard the higher quality agricultural land from	Amount of high quality land lost due to development Area of contaminated land brought back into use

agricultural land from development	development (Grades 1, 2 & 3)	Area of greenfield land lost % of development taking place on brownfield land No. of sites of potential concern with respect to contamination
6. Minimise soil loss	To limit soil loss in association with new developments	Total area of contaminated/derelict land/ proportion derelict
Climatic factors		
7.Minimise the impacts of climate change and reduce carbon dioxide levels	Improved coping mechanisms for weather extremes integrated within development	CO ₂ emissions from LA buildings Estimated CO ₂ emissions for industrial and commercial sector
	To encourage more sustainable economic growth that operates within environmental limits (also under Economic factors)	Estimated CO ₂ emissions for road transport Total estimated CO ₂ emissions per capita Estimated domestic carbon dioxide emissions
	Promote more energy efficient design within development	Estimate domestic carbon dioxide emissions per capita Use of renewable electricity in CBC buildings
	Reduce the need to travel	Average annual domestic sales of gas per consumer (kWh)
	Promote renewable energy and reduce the demand for energy wherever possible	Average annual domestic consumption of electricity per consumer (kWh) % viewpoint members switching to renewable energy

Air		
8. To protect and improve air quality	Reduce the need to travel, in particular reducing the reliance on cars through well planned development which promotes access to employment and facilities by alternative means	No. of days p. a. when ozone levels are mod. or higher Total CO2 emissions for Cheltenham Total CO2 emissions for Cheltenham per capita Air quality data
	To improve existing air quality problems	No. of days when air pollution is moderate or higher for PM10
	Ensure development does not exacerbate air quality problems	
Cultural Heritage		
9. To safeguard and enhance the historic environment	To safeguard and enhance the historic environment	% of land designated as conservation area
	To promote education and access to cultural and community facilities	Number of conservation areas
	To promote education and access to the built environment and archaeology	Percentage of conservation areas with up-to-date: <ul style="list-style-type: none"> • Character appraisal

		<ul style="list-style-type: none"> • Management proposals Number of buildings at risk Number of Scheduled monuments Number of listed buildings Number of visits (in person) to museums per 1000 population
Landscape		
10. To protect and enhance the landscape	To protect and enhance landscape and townscape character	Light pollution Area of designated landscape lost or affected by new development
	To avoid light pollution whilst striking a balance with safety	
	To minimise adverse visual impact of development	
Population and human health		
11. Improve the quality and quantity of accessible open space and recreation	To protect and enhance open spaces for the benefit of wildlife and people	Number of council leisure (sports and swimming) facility users during the year No of sports pitches available to the public No of council play areas per 1,000 children under 12 % of population within 20 mins travel time of different types of sports facility No. of parks with Green Flag
	To provide suitable amenity and recreation space in association with development	
	To reduce health inequalities	
	To encourage high quality design in development to create local identity and encourage a sense of community pride	

		<p>Area of land designated as SSSI or LNR</p> <p>Area of SSSI land designated in favourable condition</p> <p>Area of local nature reserves/ per 1000 population</p> <p>No. allotment plots</p> <p>% tenanted allotments</p> <p>Number of pregnancies in girls under 18 - for every 1,000 girls aged between 15 and 17</p> <p>Death rate by cause for every 100,000 people in the population:</p> <p>Assessment of people's health</p>
12. To include measures which improve access to high quality health, jobs education, recreation and community facilities for all	To reduce the need to travel through the integration of housing, employment and facilities	<p>Average daily traffic flow on principal roads:</p> <ul style="list-style-type: none"> • Tewkesbury Road • Evesham Road • London Road • Shurdington Road (1999) <p>Gloucester Road</p> <p>Average traffic flow each year for every 1,000 km of main road.</p> <p>Travel to work data:</p> <ul style="list-style-type: none"> • % cycling • % walking <p>% using public transport</p> <p>Estimate traffic flows for all vehicle types (million vehicle km)</p>
	To provide a well integrated, safe system of public transport	
Social factors		
13. Reducing crime and	To reduce all levels of crime	Number of ASBOs

disorder		<p>Number of reported crimes per 1000 households:</p> <ul style="list-style-type: none"> • domestic burglaries • violent offences (changed criteria – from 2006 number of robberies per 1000 pop) • vehicle crime (1,000 pop.) <p>Number of reported racist crimes and incidents per 100,000</p> <p>Number of reported homophobic crimes and incidents</p>
	To design development with well used areas to help reduce crime and the fear of crime.	
14. To improve the provision and condition of affordable housing	To provide quality affordable housing	<p>Number of affordable housing and social rented properties – CBC.</p> <p>Number of affordable homes enabled within borough boundary</p> <p>Average house price to average income ratio ACDP – some discrepancies with data</p> <p>Total number of new housing completions and % affordable</p> <p>LA homes not decent at the start of the year</p> <p>% of unfit, privately owned homes brought back into use. Now deleted as a national performance indicator</p> <p>Number of vacant dwellings returned to occupation or demolished</p> <p>Number of dwellings that have been empty over 6 months</p>
15. To provide a balanced and sustainable housing market	Promote a flexible range of housing types and tenures	<p>Average house price to average income ratio ACDP – some discrepancies with data</p> <p>Total number of new housing completions and % affordable</p> <p>Average house prices in Cheltenham</p>

16. Promote equality and address social exclusion	To encourage people to access the learning and skills they need for high quality of life	<p>Number of visits to museums</p> <p>The percentage of young people in full time education</p> <p>Number of child care places per 1,000 population</p> <p>The percentage of 15 year olds getting five or more GCSEs at grades A-C</p> <p>Percentage of working age population with NVQ2 or equivalent and NVQ4 or equivalent</p> <p>Percentage of those with serious mental illness getting access to physical health checks</p> <p>The proportion of children under 16 living in low-income households/ % of children and people over 60 living in income deprived households</p> <p>% of population that live in Super Output Areas that are ranked in most deprived 25% (ACDP - % living in most deprived SOA)</p> <p>Total number of housing benefit claimants</p> <p>Number of housing benefit claimants per 1000 population</p> <p>% of working age claiming key benefits</p> <p>The percentage of council buildings with facilities for disabled people</p> <p>The percentage of unemployed people as at 31 March each year.</p> <p>The percentage of working age people (18 to 65) who are in work.</p> <p>% of unemployed people claiming benefits who have been out of work for more than a year.</p>
	To ensure that facilities and services are accessible to all sectors of the community.	
	To promote equality of opportunity for all	
17. Enhance community identity and participation	To recognise the value of the diversity within the community.	<p>% of residents surveyed who:</p> <ul style="list-style-type: none"> Are satisfied with their local area as a place to live

	To encourage high quality design in new development to create local identity and encourage a sense of community pride.	<ul style="list-style-type: none"> feel that the area is getting worse % of people surveyed who participate in local community activity: other The percentage of 18 year olds voting in local elections % of electoral voting at last election % of people surveyed who feel that they can influence decisions affecting their local area
Economic factors		
18. To provide a sustainable economy	To create viable and attractive town centres that have vitality and a mix of uses	The percentage of unemployed people as at 31 March each year. The percentage of working age people (18 to 65) who are in work. % of unemployed people claiming benefits who have been out of work for more than a year. % change in number of local jobs No. new business starts supported by Econ Devt No. of VAT registered businesses and % change over last year
	To promote the role of local and neighbourhood centres for providing services and facilities	
	To encourage more sustainable economic growth that operates within environmental limits	
Material Assets		
19. Making the most efficient use of land	Concentrate new developments on previously developed land, subject to historic or biodiversity constraints	% new homes built on previously developed land No. of sites of potential concern with respect to contamination Total area of contaminated/derelict land/ proportion derelict No. of buildings at risk
	Promote the restoration and remediation of previously developed land, contaminated land and derelict buildings	
20. To make the best use of natural resources	Promote renewable energy and reduce the demand for energy wherever possible (also under climatic factors)	Weight of municipal waste arising p.a. <ul style="list-style-type: none"> % land filled % recycled

	To increase recycling and composting	<ul style="list-style-type: none"> • % composted
	To encourage the best use of materials and sustainable construction techniques, using local sources wherever possible	Kg of waste collected per head p.a % pop served by kerbside recycling collection (or within 1 Km of recycling centre – before 2001) Daily domestic water use (per capita consumption) Use of renewable electricity in CBC buildings Average annual domestic sales of gas per consumer (kWh) Average annual domestic consumption of electricity per consumer (kWh)

Appendix 4

Policy/Plan/Programme measuring tool

Shopfront Design Guide Supplementary Planning Document

The Council considered two options following the preparation of the Index of Buildings of Local Interest

Option 1 – Do not prepare an SPD

Option 2 – Prepare and adopt the SPD

Summary	Very negative	Negative	Negligible	Positive	Very Positive
Option 1	1	5	38	0	0
Option 2	0	0	28	7	9

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
Criteria						
To protect and enhance designated wildlife habitats and species						
Option 1			O			
Option 2			O			
To support agricultural practices which protect and enhance designated habitats and species						
Option 1			O			
Option 2			O			
To achieve BAP targets						
Option 1			O			
Option 2			O			
To protect natural resources and reduce natural depletion						
Option 1		O				
Option 2				O		The SPD encourages use of natural materials. It refers specifically to the Council's resolution to use wood from sustainable sources – although this advice cannot be controlled through planning acts.
To encourage higher water efficiency						

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
Option 1			O			
Option 2			O			
Avoid developments being at risk from flooding						
Option 1			O			
Option 2			O			
Ensure developments which are at flood risk are adequately protected						
Option 1			O			
Option 2			O			
To improve flow of rivers						
Option 1			O			
Option 2			O			
Promote Sustainable Urban Drainage Systems in developments						
Option 1			O			
Option 2			O			
To safeguard the higher quality agricultural land from development (Grades 1, 2 & 3)						
Option 1			O			
Option 2			O			
To limit the loss of soil loss in association with new developments						
Option 1			O			
Option 2			O			
Improved coping mechanisms for weather extremes integrated within development						
Option 1			O			
Option 2			O			
Promote more energy efficient design within development						
Option 1			O			
Option 2				O		The SPD suggests use of sustainable construction methods
Promote renewable energy and reduce the demand for energy wherever possible						
Option 1			O			
Option 2				O		The SPD suggests use of sustainable

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
						construction methods
Reduce the need to travel, in particular reducing the reliance on cars through well planned development which promotes access to employment and facilities by alternative means						
Option 1			0			
Option 2			0			
To improve existing air quality problems						
Option 1			0			
Option 2			0			
Ensure development does not exacerbate air quality problems						
Option 1			0			
Option 2			0			
To safeguard and enhance the historic environment						
Option 1		0				Lack of an SPD will fail to protect locally important heritage assets
Option 2					0	Implementation of SPD guidance would both safeguard and enhance heritage assets
To promote education and access to cultural and community facilities						
Option 1			0			
Option 2			0			
To promote education and access to the built environment and archaeology						
Option 1			0			
Option 2				0		The SPD encourages improved understanding of historic built environment
To protect and enhance landscape and townscape character						
Option 1		0				Lack of an SPD will fail to protect townscape character
Option 2					0	Implementation of SPD guidance would both protect and enhance townscape character
To avoid light pollution whilst striking a balance with safety						
Option 1			0			

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
Option 2				O		The SPD encourages discrete use of lighting
To minimise adverse visual impact of development						
Option 1		O				Lack of SPD gives less control to protect against adverse visual impact and fails to give advice to property owners
Option 2					O	The SPD offers the potential for greater controls over visual impact of proposals.
To protect and enhance open spaces for the benefit of wildlife and people						
Option 1			O			
Option 2			O			
To provide suitable amenity and recreation in association with development						
Option 1			O			
Option 2			O			
To reduce the need to travel through the integration of housing, employment and facilities						
Option 1			O			
Option 2			O			
To provide a well integrated, safe system of public transport						
Option 1			O			
Option 2			O			
To reduce all levels of crime						
Option 1		O				
Option 2					O	The SPD offers advice on secure design of shopfronts and safe location of ATMs
To design development with well used areas to help reduce crime and the fear of crime.						
Option 1			O			
Option 2				O		The SPD advises on security and on the considered design of the retail environment, which is likely to contribute to the creation of active and vital streets. It will contribute to reductions in crime and the fear of crime
To provide quality affordable housing						

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
Option 1			O			
Option 2			O			
Promote a flexible range of housing types and tenures						
Option 1			O			
Option 2			O			
To encourage people to access the learning and skills they need for high quality of life						
Option 1			O			
Option 2			O			
To ensure that facilities and services are accessible to all sectors of the community.						
Option 1			O			
Option 2					O	The SPD offers extensive advise on the design of inclusive retail environments and buildings.
To reduce health inequalities						
Option 1			O			
Option 2			O			
To recognise the value of the diversity within the community.						
Option 1			O			
Option 2			O			
Promoting equality of opportunity for all						
Option 1			O			
Option 2					O	The SPD offers extensive advice on the design of inclusive retail environments and buildings.
To encourage high quality design in new development to create local identity and encourage a sense of community pride.						
Option 1	O					No guidance provided
Option 2					O	Implementation of the SPD may help develop understanding of the area and retain historic local identity.
To create viable and attractive town centres that have vitality and a mix of uses						

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
Option 1			O			
Option 2					O	Implementation of the SPD is likely to contribute to the creation of viable and attractive town centres
To promote the role of local and neighbourhood centres for providing services and facilities						
Option 1			O			
Option 2			O			
To encourage more sustainable economic growth that operates within environmental limits						
Option 1			O			
Option 2				O		The SPD will encourage local economic growth through the creation of vital retail areas and the use of locally sourced sustainable materials
Concentrate new developments on previously developed land, subject to historic or biodiversity constraints						
Option 1			O			
Option 2			O			
Promote the restoration and remediation of previously developed land, contaminated land and derelict buildings						
Option 1			O			
Option 2			O			
To increase recycling and composting						
Option 1			O			
Option 2			O			
To encourage the best use of materials and sustainable construction techniques, using local sources wherever possible						
Option 1			O			
Option 2					O	The SPD will encourage local economic growth through use of locally sourced sustainable materials. Implementation of the SPD is likely to reduce demand for uPVC windows and doors and plastic signs, which have high environmental

Policy/Plan/Programme measuring tool. How will the implementation of the policy/plan/programme effect.....	Policy performance outcome					Comments, e.g. Can this be mitigated? Will the effect be permanent?
	Very negative	Negative	Negligible change	Positive	Very positive	
						impact in terms of both manufacture and disposal

Shopfront Design Guide – responses to SEA

Item	Respondent	Response	Action Needed	Action Taken
1	Natural England	No comment to make	None	None
2	Environment Agency	<p>a) Various comments on Appendices 1-3 of initial scoping report</p> <p>b) Introduce mention of flood risk</p>	<p>a) Amend Appendices as appropriate</p> <p>b) No action. Flood risk is one of a number of important issues in considering planning applications. However, the Government has advised that planning documents need to be concise and read in the round. There are policies on flood risk in the Local Plan and comment in this SPD would not add to its value and may make it more difficult to understand.</p>	<p>a) Amended Appendices as appropriate</p> <p>b) None</p>

Representations for Shopfront Design Guide SPD

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
	88 - 2	Dr David Beard Council for the Protection of Rural England	Wish to see guidance extended to include retail outlets in shopping malls	Extend guidance to shopping malls	Section 1.1 (4th Para) makes it clear that the guidance applies to all shopfronts in any part of the Borough - this will include malls with external frontages. However, there is no planning control over shopfronts in covered shopping malls. However, the Guide is intended also to offer "best practice" advice in areas where there is no control. This will be made more specific in Section 1.2.	Amend Section 1.2 by the addition of the following after the final paragraph: "Whilst this Guide is a Supplementary Planning Document intended as a material consideration in the determination of planning and related consents, some important aspects of shopfront design are outside the Council's control. In some of these instances, the Guide offers good practice design advice for developers and shopkeepers."
	88 - 1	Dr David Beard Council for the Protection of Rural England	Support guide - 'maintaining and upgrading the quality of the shopping experience in Cheltenham'.	n/a	Support noted	n/a
1.3	1342 - 1	Mr John Henry Cheltenham Civic Society	Alteration to wording of 1st paragraph of section 1.3	Reword sentence to begin - 'An annual award is made under the Civic Award scheme organised by the Cheltenham Civic Society in conjunction with	Agree	Reword first paragraph of section 1.3 to begin - "An annual award is made under the Civic Award scheme organised by the Cheltenham Civic Society

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
				the Borough Council for...'		in conjunction with the Borough Council for the best designed or renovated shop front or other commercial frontage."
4.0	1191 - 1	Mr Chris Thomas Chris Thomas Ltd	Section 4 makes little reference to the wide range of signs which do not need consent.	Revise to include an introduction stating that many signs do not need the Council's express consent and perhaps guide the reader to the DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers".	Agree	<p>Alter introduction to Section 4.0 by the addition of the following:</p> <p>"The regulations covering signs are complex and dependant on a range of factors. Those considering signage should check with the Built Environment Division on 01242 264328. The DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers" is a valuable guide and is available from the Built Environment Division."</p> <p>Also alter Para 9.1's section on advertisement consent by the additions of the following:</p> <p>"The DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers" is a valuable guide and is available from the Built Environment Division."</p>

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
4.1	1191 - 2	Mr Chris Thomas Chris Thomas Ltd	The third paragraph of section 4.1 should be deleted because it refers to matters outside the control of the Regulations.	Delete third paragraph of section 4.1.	The issues discussed are outside the control of regulations. However, the Guide is intended also to offer "best practice" advice in areas where there is no control and the paragraph is considered sound in this regard. This will be made more specific in Section 1.2	Amend Section 1.2 by the addition of the following after the final paragraph: "Whilst this Guide is a Supplementary Planning Document intended as a material consideration in the determination of planning and related consents, some important aspects of shopfront design are outside the Council's control. In some of these instances, the Guide offers good practice design advice for developers and shopkeepers."
4.2(ii) & (iv)	1191 - 3	Mr Chris Thomas Chris Thomas Ltd	The blanket restriction on hanging signs in certain streets takes no account of the fact that projecting signs may be displayed with deemed consent, subject to certain restrictions. It also does not permit each proposal to be considered on merit. This blanket restriction does not accord with paragraph 9 of PPG19 which states that outdoor advertisements can only be controlled in the interests of "amenity" and "public safety" . Additionally, 4.2 introduces arbitrary restrictions on the	Not stated	Disagree. 1. There is no attempt to control matters outside the Regulations and where a proposal has deemed consent the Guide should be considered "best practice". 2. PPG19 Para 11 in its consideration of "amenity" allows the consideration of the impact of advertisements on "the local characteristics of the neighbourhood, including	No Change.

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
			position of hanging signs (sub-para (ii)) and their size (sub para (iv))		<p>scenic, historic, architectural or cultural features which contribute to the distinctive character of the locality". In this regard, the Council considers that the general resistance to hanging signs in the named streets is a legitimate consideration in respect of the streets mentioned.</p> <p>3. The restrictions sought through sub-paras (ii) and (iv) are identified as "generally" applicable - the implication being that they reflect good practice in most cases, but that there may be exceptions. As such, each case is to be considered on its merits.</p>	
4.3	1191 - 4	Mr Chris Thomas Chris Thomas Ltd	The two paragraphs in this section appear to be transposed.	It is suggested that the paragraphs be re-ordered and that the (current) first paragraph be re-worded to suggest what the Council would prefer to see, rather than mention "permit" which is inappropriate and incorrect in law.	Agree	<p>Alter the order of the paragraphs in Section 4.3.</p> <p>Alter current first paragraph in 4.3 to read "It is the Council's preference, and generally good design practice, to ensure that ground floor window lettering and related graphics will only be used as an alternative to a fascia or projecting sign."</p>

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
4.4	1191 - 5	Mr Chris Thomas Chris Thomas Ltd	The first sentence of para 4.4 is dogmatic and not altogether consistent with the advice in paragraph 2.6 of the SPD.	Not stated	Disagree. The advice in paragraph 4.4 reflects the general concern over internal illumination. It offers some opportunity, through the internal illumination of individual letters. The advice appears entirely consistent with Para 2.6 where internal illumination, other than of individual lettering, is unlikely to be compatible with the historic character of the building.	No change
4.5	1191 - 6	Mr Chris Thomas Chris Thomas Ltd	It should be acknowledged that "A-board" signs may be displayed without restriction on number with deemed consent under Class 6 in Schedule 3 to the Regulations.	Revise wording	Disagree. Although there is no specific limit on number, there are limits on the aggregate size of "A"-board and similar displays as well as height, illumination and letter size; there are some variations in areas of special interest. Changes already recommended have acknowledged the complexity of the regulations, the need to check proposals and the "best practice advice" nature of the SPD where there is no specific control; in addition the opening paragraph of section 4.5 acknowledges particular complexities in this area.	Amend Section 1.2 by the addition of the following after the final paragraph: "Whilst this Guide is a Supplementary Planning Document intended as a material consideration in the determination of planning and related consents, some important aspects of shopfront design are outside the Council's control. In some of these instances, the Guide offers good practice design advice for developers and shopkeepers." Alter introduction to

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
					No change beyond alterations already recommended to sections 1.2 , 4.0 and 9.1	<p>Section 4.0 by the addition of the following:</p> <p>"The regulations covering signs are complex and dependant on a range of factors. Those considering signage should check with the Built Environment Division on 01242 264328. The DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers" is a valuable guide and is available from the Built Environment Division."</p> <p>Also alter para 9.1's section on advertisement consent by the additions of the following:</p> <p>"The DCLG's booklet "Outdoor Advertisements and Signs - A Guide for Advertisers" is a valuable guide and is available from the Built Environment Division."</p>
5.0	1191 - 7	Mr Chris Thomas Chris Thomas Ltd	a). In the introduction, it should be acknowledged that canopies and sun-blinds which contain advertising material are "advertisements" within the statutory definition.	a). In the introduction, it should be acknowledged that canopies and sun-blinds which contain advertising material are "advertisements" within the	a) Agree b) Agree	a) Amend first introductory paragraph of section 5.0 by the addition of the following "Canopies without advertising will require planning

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
			B). The 2nd supporting paragraph is unnecessary.	statutory definition. B). The 2nd supporting paragraph is unnecessary.		permission; those with advertising will fall under the advertising regulations" b) Delete all of the 2nd supporting paragraph which starts and ends as follows: "It should be notedbecome environmentally degrading."
6.1	120 - 1	Mr A. Miller	Support para 6.1's approach to rejecting the use of solid external metal grills. However, has concerns over the lack of effective implementation and monitoring of the measures businesses employ with respect to shopfront security, and specifically the policy regarding shutters and grilles.	No change to SPD, but seeks enforcement action.	Support is noted.	No change to SPD. Comments on enforcement forwarded to planning enforcement team.

Representations for Shopfront Design Guide SEA

Para	Ref No	Organisation name	Summary of comment	Change requested	Council's response	Council's proposed action
	81 - 1	Dr John Adams Environment Agency	No comment	n/a	n/a	n/a

Main issues raised and the Council's response to them

Representations on the Conservation Area and Shopfront Design Guide Supplementary Planning Documents are attached.

The Conservation Area Supplementary Planning Documents (SPDs) and Shopfront Design Guide SPD have generally been welcomed by those making representations on them. They have been seen as a useful addition to the Council's planning policy guidance.

Conservation Area SPDs

Many of the representations received relate to minor alterations – factual or typographical errors within Part 1 – the Character Appraisal. These errors have been researched for accuracy and appropriate amendments have been made following comments received. There are no alterations of major significance.

Within Part 2 – the Management Plan, the wording of three Management Proposals and text on Article 4 (2) Directions has been amended following representations received. These management proposals were – *'Drives and loss of front gardens'*, *'Tree Management'* and *'Setting and views'* which are evident in all four Management Plans. It is just the wording of these proposals which has been amended and clarified – the meaning of the policies remains the same. A new management proposal *'Control of Development'* has been incorporated within the Swindon Village Conservation Area Management Plan. The changes to the wording on Article 4 (2) Directions (Section 2 of the Management Plan) clarifies that the Management Plan itself is not a vehicle for the enactment of Article 4 Directions and that any directions need to be enacted through a separate legal procedure.

The amended text of management proposal *'Drives and loss of front gardens'* clarifies the purpose of attempting to control the design of driveways on front gardens and forecourts. It also indicates that where there are "planning negotiations" on a site and forecourt parking on the same site is considered to adversely impact on the character of the Conservation Area, the Council will negotiate appropriate improvements as part of its consideration of the proposal.

The amended text of management proposal *'Tree Management'* clarifies that highway trees are the responsibility of Gloucestershire County Council and that Cheltenham Borough Council's role is to lobby the Gloucestershire County Council to replace highway trees on a like for like basis once they have reached the end of their life.

A *'Control of Development'* proposal has been included within the Swindon Village Management Plan following receipt of representations. The incorporation of this proposal maintains consistency with the Management Plans for the Central Conservation Area which include this proposal.

The wording of the management proposal *'Setting and views'* within all the Management Plans has also been amended following comments, to clarify that views are noted but not exclusively identified within the character appraisal and townscape analysis map.

Shopfront Design Guide SPD

The main significant objections to the Shopfront Design Guide SPD related to clarification regarding matters covered by various regulations and the extent to which the Guide could control these matters. This resulted in amendments to Sections 4 and 5 and consequential amendments to Sections 1 and 9. The effect of the amendments is to clarify those elements which are within the control of the local planning authority, through the planning process, and those which are offered as best practice advice.

A breakdown of the comments is set out below.

SPD	No. Respondents	No. Comments Made	No. Supporting Comments	No. Objections
Swindon Village Conservation Area				
Part 1 - Character Appraisal	2	46	1	45
Part 2 – Management Plan	6	14	3	17
Central Conservation Area Old Town				
Part 1 - Character Appraisal	2	35	1	34
Part 2 – Management Plan	0	0	0	0
Central Conservation Area Montpellier				
Part 1 - Character Appraisal	2	32	0	32
Part 2 – Management Plan	1	1	1	0
Central Conservation Area Bayshill				
Part 1 - Character Appraisal	2	23	0	23
Part 2 – Management Plan	2	7	1	6
Shopfront Design Guide	5	11	2	9

Summary

The Shopfront Design Guide Supplementary Planning Document Adoption Statement tells you the subject matter, the area the document applies to; the date of adoption and how to act if you have any grievances with the document.

Planning and Compulsory Purchase Act 2004: Adoption Statement

Title

Shopfront Design Guide Supplementary Planning Document (SPD)

Subject Matter

The Supplementary Planning Document (SPD) aims to expand upon policy and provide further detail to policies in the Development Plan Documents (DPDs). The SPDs will form part of the Local Development Framework, and will be an important consideration in determining planning applications.

Area

The SPD relates to the whole of the Cheltenham Borough Council Area.

Date of Adoption

23rd February 2007

Grievances

Any person aggrieved by the Supplementary Planning Document (SPD) may apply to the High Court for permission to apply for judicial review of the decision to adopt the SPD. Any such application for leave must be made promptly and in any event not later than 3 months from 8/6/2007 being the date when notification of the adoption of the SPDs was published on the Council's website as required by Regulation 19 (b) of the Town and Country Planning (Local Development) (England) Regulations 2004.

Although SPDs were adopted on 23/2/2007, the Council has since then re-formatted the documents to enable them to be published on the Council's website.

Documents will also be available at the following locations

- Charlton Kings Library
- Cheltenham Main Library
- Hesters Way Library
- Hesters Way Neighbourhood Project
- Health Resource Centre
- Prestbury Library
- Up Hatherley Library
- Bishop's Cleeve Library
- Lower High Street Resource Centre

Copies of the SPD are available for inspection free of charge on the Cheltenham Borough Council website www.cheltenham.gov.uk and at:

**Cotswold District
Council**

Development and Heritage
Dept. Reception
Trinity Road
Cirencester
GL7 1PX
Monday to Friday
9.00am to 5.00pm

**Gloucestershire County
Council**

Environment Department
Reception
Shire Hall
Gloucester GL1 2TH
Monday to Friday
8.30am to 5.00pm

**Forest of Dean District
Council**

Main Reception
Council Offices
High Street
Coleford
GL16 8HG
Monday to Friday 8.30am
to 5.00pm

Gloucester City Council

Reception
Herbert Warehouse
The Docks
Gloucester
GL1 2EQ
Monday to Thursday
8.45am to 5.00pm & Friday
8:45am to 4:30pm

Stroud District Council

Planning Reception
Ebley Mill
Stroud
GL5 4UB
Monday to Thursday 8.45am
to 5.00pm & Friday 8.45am to
4.30pm

**Tewkesbury Borough
Council**

Development Services
Reception
Council Offices
Gloucester Road
Tewkesbury
GL20 5TT
Monday to Thursday
8.30am to 5.00pm & Friday
8.30am to 4.00pm

Statement of Compliance with the Statement of Community Involvement (SCI)

1). This statement has been prepared to record the consultation process undertaken by Cheltenham Borough Council in the preparation of the following Supplementary Planning Documents (SPDs):

- Swindon Village Conservation Area Character Appraisal & Management Plan;
- Central Conservation Area Character Appraisal & Management Plan for character areas of Old Town, Montpellier & Bayshill; and
- Shopfront Design Guide.

2). This statement corresponds to the requirements set out in the Town and Country Planning (Local Development) (England) Regulations 2004.

3). The Council employed a range of methods to ensure that the widest public awareness of the SPDs listed above has been achieved and to facilitate a high level of participation and response. These various approaches were integrated into a six week consultation period, which ran from Friday 10th November 2006 to Friday 22nd December 2006. The Shopfront Design Guide was previously published for consultation in February 2004.

4). Media

The Council placed appropriate statutory notices in the local press in the form of adverts (which were published on 10th November and 14th November) and a press release.

5a). Consultation

In respect of the Conservation Area appraisal documents, consultation with interested parties took place at two meetings during the drafting of the four character appraisals and their accompanying management plans. These included Ward and Parish Councillors; representatives from the Gloucestershire Architects Association; Cheltenham Conservation Areas Advisory Panel and the Civic Society (amongst others). Main issues raised at these meetings included the sometimes emotive style of writing in parts of the appraisal and some factual discrepancies, which have since been revised and amended where necessary.

Following consultation on the Shopfront Design Guide in 2004, there were no major issues arising. However, internal concerns on disabled access and shopfront security led to significant additions to the guide.

5b). Two public meetings/exhibitions were held during the deposit period of the SPDs. The first was held at the Cheltenham Town Hall on Saturday 18th November 2006, as part of the Cheltenham 2020 event organised by Cheltenham Borough Council and Cheltenham Strategic Partnership. The second was held in Swindon Village within the deposit period.

6). Statutory and Non-Statutory Consultees

All the relevant statutory and non-statutory consultees and others who have expressed an interest were notified by letter of the consultation process. Statutory and non-statutory consultees were supplied with a copy of the draft SPDs. The letter included details of how organisations and individuals can respond to the SPDs, and who to contact for further information.

7). Printed copies of the SPDs

The Council made printed copies of the SPD, Environmental Report and this Statement of Compliance available for inspection at the Municipal Offices, Cheltenham libraries and neighbourhood resource centres.

8). Website

The draft SPDs were made available via the Council website – www.cheltenham.gov.uk
This included copies of the draft SPDs which could be downloaded, contact details for queries and an on line comments form.

