

**Colchester's Local Development Framework
Shopfront Guidance
Supplementary Planning Document (SPD)**

Statement of Consultation

Spatial Policy
Strategic Policy and Regeneration
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Introduction

The Shopfront Guidance Supplementary Planning Document (SPD) is one of the planning documents that make up Colchester's Local Development Framework. The overarching Core Strategy DPD was the first document to be produced, in line with Government guidance on priorities for the LDF. The Core Strategy sets out the spatial vision, strategic objectives and policies for the Borough up to 2021. The Core Strategy was declared 'sound' by a Government-appointed Planning Inspector and was adopted by the Council on 11 December 2008. The Site Allocations and Development Policy documents were subsequently adopted in October 2010. The policy direction set in these Development Plan Documents has been used as the cornerstone for the production of subsequent planning policy documents including this SPD.

In preparing the Shopfront Guidance SPD for adoption, we are required to comply with the Town and Country Planning (Local Development) (England) Regulations 2004 and 2008 amendments. Regulations 18 and 19 of the 2008 amendments provide that the Council should not adopt a SPD until they have prepared and published a statement setting out:

- who was invited to be involved in the plan preparation
- how they were invited to be involved in the plan preparation
- a summary of the main issues raised and how they have been addressed

The following statement addresses these points and also is in accordance with Colchester's Adopted Statement of Community Involvement (SCI). The SCI stipulates the level of consultation to be undertaken, which includes a wide range of media and publicity to engage the general public, hard-to-reach-groups, community groups, councillors, businesses and governmental bodies.

Consultation Process

In line with Government regulations, the Council consulted on the Shopfront Guidance SPD from 21 March – 18 April 2011. The consultation provided the public and stakeholders with the opportunity to comment on the Council's preferred approach to securing planning contributions for community facilities.

Letters and/or emails were also sent to more than 450 individuals recorded on the Local Development Framework List of Consultees compiled by Colchester Borough Council. The list was drawn up in accordance with the Town and Country Planning (Local Development) Regulations 2004 and therefore included "specific consultation bodies" such as Government agencies like Natural England and the Highways Agency. In addition, in line with the Council's Statement of Community Involvement, a large number of "general consultation bodies" were consulted representing voluntary groups, ethnic minorities, religious groups, disabled persons and business community

representatives. The list of stakeholders is attached as Appendix 1 and the letter sent to stakeholders is attached as Appendix 2.

In accordance with regulations, a statutory advert was posted in the Borough's weekly newspaper (The Essex Gazette) on 1 March 2011 notifying people of the consultation details. A copy is attached as Appendix 3.

8 organisations and individuals responded to the Shopfront Guidance SPD consultation. The views received reflect general support for consistent guidance to ensure high quality shopfronts and are summarised in Table 2. The Table also contains two further comments in support of the document received following a meeting organised by CBC and the North East Essex Buildings Trust on 16 May 2011. 20 people attended, including architect/planners, estate agents, developers, North East Building Trust members and a representative from the Colchester Retail Business Association (CORBA).

Given the positive nature of the comments, there was no need to amend the SPD in response to any concerns raised during the consultation.

Your Name	Are you responding	Organisation/ Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid...	Changes suggested?	Council Response
Jess Jephcott	As an individual		support	Thoroughly agree with the content of the document although the comment about A boards is very weak. I would like to see you taking into account the horrible street furniture that obscures some of our wonderful shop fronts. Bus shelters, signs of no particular importance, pillar boxes, etc. I support getting rid of traffic from the town centre so guess the signs would go too.		The Council is developing a Public Realm Strategy as part of a Town Centre Area Action Plan which will provide for co-ordinated public realm improvements to the Town Centre.
Howard Lake	As an individual		support	Thank you. Looks very reasonable, with respect for Colchester's history, needs of modern shops, and a sense of the overall impression of buildings and streets.	None.	NA
Howard Lake	As an individual		support	It's a great document, well done.	None	NA

Your Name	Are you responding	Organisation/ Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid...	Changes suggested?	Council Response
Natalie Blaken	On behalf of an organisation	East of England Development Agency	general comment	EEDA has no comments to make.	No comment	NA
Rose Freeman	On behalf of an organisation	The Theatres Trust	general comment	No comment	No comment	NA
Carolyn McSweeney	On behalf of an organisation	Tiptree Parish Council	general comment	In general the Council was in agreement with the proposals, however Cllrs felt that retailers should also be consulted.	None	Retailers were consulted, including both a number of individual retailers and CORBA (Colchester Retail Business Association)
Bill Hayton	On behalf of an organisation	Destination Colchester	support	This is a great initiative and I thoroughly approve.	None	NA
Francis Terry	On behalf of an organisation	Quinlan & Francis Terry Architects	support	The guidance is an excellent document. It addresses all the concerns I have about shopfronts in a clear and rationale way. Unsympathetic signage has blighted the quality of the town for many years and I feel that this document will make a substantial difference not	None	NA

Your Name	Are you responding	Organisation/ Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid...	Changes suggested?	Council Response
				only to the aesthetics of the town but also help to increase trade.		

Comments Received following 16 May 2011 Meeting

Your Name	Are you responding	Organisation /Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid..	Changes suggested?	Council Response
Mark Perkins	As an individual	Mark Perkins RIBA	Support	I believe the new guidance will help empower Planning Officers to ensure that new shopfronts are sensitively designed and thus make a positive contribution to the built environment. It's clear looking around the Borough that there are many unfortunate alterations that have taken place in the past. Shopfronts are rarely altered and it's important that they are carefully	None	NA

Your Name	Are you responding	Organisation /Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid..	Changes suggested?	Council Response
				designed and implemented.		
Michael Bowler	As an individual	Michael Bowler Architectural Services	General comment	There should be a total ban on the use of highly coloured Perspex type signage within the Borough and especially within Conservation Areas. The LPA should be more pro-active in their enforcement of unauthorised shopfronts of which I suspect that there many within the Town Centre. The LPA should again enforce current legislation concerning the renewing of applications for shopfront signage; I believe that this may be the catalyst for shop owners to update their shop fronts. The LPA should police the Town Centre to prevent such unauthorised works. The LPA should provide a		The Council will pursue selective enforcement action against unauthorised shopfronts as necessary, but its prime focus will be on raising the quality of new shopfront development. The Council does not currently have funds to support assistance for new shopfronts, but will pursue additional funding for public realm improvements through European and national funding mechanisms which could include targeted programmes for shopfront improvements..

Your Name	Are you responding	Organisation /Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid..	Changes suggested?	Council Response
				<p>financial incentive to shop owners where new shopfronts are provided; I would suggest this be a 'top-up grant' based on the difference in cost between a 'normal' shopfront and something a bit more special! This could be done by say an equivalent financial reduction in the business rate over a 12 month term. In real terms this would only amount to a few thousand pounds.</p>		
Ron Levy	On behalf of an organisation	Colchester Retail Business Association (CORBA)		<p>I think the proposals/suggestions contained in the Guide are highly commendable and will, ultimately, enhance the town's appearance and appeal.</p> <p>However, I am concerned about the wording in the section <i>security</i> on page 9 under <i>glass</i>. Whilst I was given assurance that my wire security screens would be</p>	<p>Under the paragraph <i>external security shutters</i> it says 'These type of shutters (either roller or sectional types that are lifted in and out of fixed frames) are</p>	<p>Wording has been changed to clarify that the guidance applies to external roller shutter requiring planning permission.</p>

Your Name	Are you responding	Organisation /Business Name	Is your representation: (please tick one)	Please outline your comments on the Shopfront Design Guid..	Changes suggested?	Council Response
				<p>acceptable the paragraph clearly says '... security screens or shutters will be unacceptable...'. I think this could be confusing and needs to be more specific.</p>	<p>unacceptable. I think that this further confuses the guidance requirements. May I suggest that describng 'screens' and 'shutters' seperately could eliminate confusion or misunderstanding.</p>	

Appendix 1
List of Consultees

Statutory Consultees	
Alresford Parish Council	Lancaster University Network Services Ltd
Anglian Water Services Ltd	Maldon District Council
Anglian Water Services Ltd.	Natural England
Ardleigh Parish Council	Nayland with Wissington Parish Council
Babergh District Council	Neos Networks Ltd
Bradford Cable Communications Ltd	Network Rail
Braintree District Council	North Essex PCT
Brightlingsea Town Council	NTL Group Ltd
British Gas Connections Ltd	NWP Spectrum Ltd
British Telecom	Omne Telecommunications Ltd
Bures St Mary Parish Council	Opal Telecom Ltd
Colchester STW	Orange Personal Communications Ltd
Colt Telecommunications	Regional Communications Team O2 Airwave
Doncaster Cable Communications Ltd	Sheffield Canal Company Ltd
East of England Development Agency (EEDA)	South East Water Plc
Easynet Telecommunications Ltd	Sport England (East Region)
EDF Energy	SSE Telecommunications Ltd
Eircom UK Ltd	Stoke By Nayland Parish Council
Energis Communications	Stratford St Mary Parish Council
English Heritage	Suffolk Constabulary
Environment Agency	Suffolk County Council
Essex & Suffolk Water	Telia Sonera International Carrier Ltd
Essex County Council	Tendring District Council
Essex Police	Tendring Hundred Water Services Ltd
Essex University	Thames Water Utilities Ltd
Essex Wildlife Trust	The Coal Authority
Feering Parish Council	The Highways Agency
Fibernet Ltd	The Historic Buildings and Monuments Commission for England
Gamma Telecom Holding Ltd	The National Trust
Gemini Submarine Cable System Ltd	The Planning Inspectorate
Global Crossing	The Secretary of State for Transport
Great Braxted Parish Council	T-Mobile (UK) Ltd
Haven Gateway Partnership	Tollesbury Parish Council
Hutchison Network Services UK Ltd	Tolleshunt D'Arcy Parish Council
Kelvedon Parish Council	Tolleshunt Major Parish Council
Kingston Communications (Hull) Plc	Tolleshunt Nights Parish Council
	Vtesse Networks Ltd
	Wireless World Forum Headquarters

Other Stakeholders	
1st Church of Christ, Scientist, Colchester	Januarys
A S Planning Ltd	Jaygate Homes Ltd
Abberton & Langenhoe Parish Council	John Grooms H.A Ltd
Addendum Ltd	Keith Mitchell Building Consultancy Ltd
ADP	Kendall C E Primary School
AERC	Kent Blaxill & Co Ltd
Age Concern Colchester	Knowles Associates Ltd
Aldham Parish Council	La Farge Aggregates Ltd
Allegro Music	Langham Parish Council
Allen & Son, St Botolph's Butchery	Lawson Planning Partnership Ltd
AMA Planning	Layer Breton Parish Council
Andrew Martin Associates	Layer de la Haye Parish Council
Anglian Pumping Services Ltd	Layer Marney Parish Meeting
Army	Layer Road Surgery
Army Welfare Services	LCO Consulting Ltd
Ashwell Property Group Plc	Learning & Skills Council
ASM Logistics	Leith Planning
Atisreal UK	Levvel Ltd
Atkins Telecom	Lexden Restorations Ltd
Bags o Fun	Lind Automotive Group
Balkerne Gardens Trust	Little Horkesley Parish Council
Banner Homes	Living Streets, Colchester
BAP Transport Ltd	Long Tall Sally
Barratt Eastern Counties	Loofers Food & Coffee Place
Barton Willmore	Malcolm Judd & Partners
Barton Willmore	Malting Green Surgery
Bavestocks Chartered Accountants	Man B & W Diesel Ltd
BDG Design (South) Ltd	Marguerite Livingstone Associates
BDO Stoy Hayward LLP	Marks Tey Parish Council
Beaumont Seymour & Co	Mayfair Investments
Bidwells	McDonald's Colchester
Bidwells	McLean Design Services Ltd
Birch Parish Council	Merchant Projects
Birkett Long	Merrills Electrical
bloc Kilmartin/Hanover bloc LLP	Mersea Island Society
Bowhill Planning Partnership	Messing cum Inworth Parish Council
Boxted Parish Council	Mite Property Services Ltd
Boxted Village Hall	MOD - Estates
Boydens	MOD (Colchester Garrison)
Braswick Resident Association	Morley Richards & Ablewhite
Britannia Storage Systems Ltd	Motorcycle Action Group
British Telecom	Mount Bures Parish Council
Broadfield Planning	Bob Russell MP for Colchester
Brown & Co	Bernard Jenkin MP for North Essex
C H Lindsey & Sons Ltd	Mumford & Wood Ltd
C2 Fire Protection	Myland Parish Council
CABE	Nathaniel Lichfield & Partners
Cadman Contracts	National Grid
CAPITA	National Playing Fields
Catten College	Naylor Property Ltd

CF Anderson & Son Ltd	NCP Ltd
Chairman Mersea Island Trust	Newman Commercials
J Sainsbury Veterans Colchester Local Association Voluntary	Nicholas Percival
Chappel Parish Council	North Essex PCT
Chartered Surveyors	Old Heath County Primary School
Childrens Day Care Centre Charity	Orchard Baptist Church
Colchester & District Jewish Community	Ormiston Trust
Colchester & Tendring Women's Refuge	Owen Partnerships
Colchester and North East Essex Building Preservation Trust	P Tuckwell Ltd
Colchester Access Group	Painters Corner Residents Association
Colchester Archaeological Group	Paragon Legal Services Ltd
Colchester Archaeological Trust	Parliamentary Spokesman for Colchester
Colchester Area Community church	Parsons Heath Residents Association
Colchester Arts Centre	Paul & Company
Colchester Buddhist Centre	Peacock & Smith
Colchester Bus Users Support Group	Peldon Village Hall Management Committee
Colchester Chamber of Commerce	Pertwee Estate Ltd
Colchester Civic Society	Peyton Tyler Mears
Colchester Conservative Club	Philip Morant School
Colchester Credit Union Ltd	Planning and Regeneration Consultant
Colchester Croquet Club	Planning Design Building Consultant
Colchester CVS	Planning Potential
Colchester Cycling Campaign	Planware
Colchester Dental Care	Plater Claiborne Architecture & Design & Royal Institute of British Architects Colchester Charter of chartered Architects
Colchester Friends of the Earth	PMR Electrical Ltd
Colchester Furniture Project (The Shake Trust)	Post Office Property Holdings
Colchester Institute	Prettygate Dental Practice
Colchester Learning Shop	Prettygate Library
Colchester Mind	Priory Residents Association
Colchester PCT	Purcell Miller Tritton
Colchester PCT	Queen Elizabeth Hall
Colchester PCT	R & P Taylor Carpets
Colchester Retail Business Association (CORBA)	R G Carter Colchester
Colchester Quaker Housing	R H M Joinery
Colchester Rural Age Concern	Ramblers Association - Colchester
Colchester United FC	Rapid Electronics Ltd
Colchester Zoo	Rennison Consultants
Colne Harbour Project Group	Richard Fordham Tree Surgeons
Colne Housing Society	Ringway Group Ltd
Commission for New Towns and English Partnerships	Riverside Residents Association
Consensus Planning Ltd	Road Haulage Association
Copford with Easthorpe Parish Council	Robinson and Hall
Corporate Associates Ltd	Rollerworld
Countryside Properties	Rose of Colchester Ltd
Countryside Properties	Royal London

CPREssex	Royal Society for the protection of Birds
CRCL	Royal Yachting Association (Eastern Region)
D F Clark Contractors Ltd	Rural Community Council of Essex
David Wilson Estates	RWCL
Dedham Parish Council	Rydon Homes Ltd
Dedham Vale AONB Project	Sales Manager
Dedham Village Design	Saxon House Ltd
Defence Estates	Scott Wilson
Defence Estates	Seatrade
Dentistry	Secretary, The Strood WI
Diocese of Chelmsford Colchester Area team	Sexton Construction Ltd
Disability East (EDPA)	Shea Properties
DPDS Consulting Group	Shelter
Dr D Bateman & Partners	Sloppy Joes
Driver Jonas	Smith Stuart Reynolds
Dudley Anderson Ltd	Smythies Avenue Residents Association
East Anglian Chambers	Soroptimist International
East Donyland Parish Council	St Anne's Church
East Mersea Parish Council	St Georges New Town Junior School
East of England Tourism	St James C of E V A Primary School
Edward Gittins & Associates	St Johns & Highwoods Community Association Ltd
EEDA	St Johns Ambulance
Eight Ash Green Parish Council	St Johns Church
Emmaus Colchester	St Johns Residents Association
English Partnerships	St Mary Residents Association
Equality Estates	St Mary's Church
Essex & Suffolk Gliding Club	Stanley Bragg Partnership
Essex & Suffolk Water	Stanway Library
Essex Army Cadet Force	Stanway Parish Council
Essex Chambers of Commerce	Stanway Residents Association
Essex County Cricket Club	Stephen Egerton Associates
Essex County Youth Service	Stephen Hayhurst Chartered Town Planner
Essex Fire & Rescue Services	Strutt & Parker
Essex Fire & Rescue Services	Sustainable Environment Consultants Ltd
Essex Rivers Healthcare NHS Trust, Colchester General Hospital	T J Evers Ltd
Essex Roofing Company Ltd	Taylor Woodrow Developments
Essex Strategic Health Authority	Tesco
Estuary Housing Ltd	Tesco Stores Ltd
Etiss Ltd	The Barton Willmore Planning Partnership
Evening Gazette/Essex County Standard	The British Wind Energy Association
F & C Commercial Property Holdings Ltd	The C M Cadman Group Ltd
Facility Development Manager	The Craftsman
Federation of Small Businesses	The Food Company
Fenn Wright	The Guinness Trust
Fenn Wright	The Gypsy Council
Fingringhoe Parish Council	The Inland Waterways Association
First Essex Buses Ltd	The JTS Partnership
Fisher Jones Greenwood	The Philip Morant School
Fitness First	The Planning Bureau Ltd
Five Poets Residents Association	The Planning Bureau Ltd

Flagship Housing Group	The Rose and Crown Hotel
Flakt Woods Ltd	The Royal Association For Deaf People
FMA Ltd	The Sixth Form College, Colchester
Fordham Parish Council	The Stanway School
Forestry Commission	The Theatres Trust
Freight Transport Association, HR Department	The Thomas Lord Audley School & Language College
Friends of the Minorities	The Wine Centre
G P Practice	Thompson Smith & Puxon
George Wimpey UK Ltd	Thurstable School
Gilberd School	Tiptree Library
Gladdale Group	Tiptree Parish Council
Godden & Rudling Building Services	Transco
Great Horkesley Parish Council	Transport for London
Great Tey Parish Council	Turley Associates
Greenstead & St Andrews Nursery & Infants	Turners for Men & Women Ltd
Greenstead Library	Underwoods of Colchester
Gypsy & Traveller Law Reform Coalition	University of Essex
Hall Duncan Associates	University of Essex Dept of Biological Sciences
Hamilton Lodge Trust	University of Essex Students Union
Harwich International Port	Vaughan & Blythe (Construction) Ltd
Hazlemere Infants School & Nursery	Volunteer for Mind
Health & Safety Exec	W A Hills
Help the Aged	Wakes Colne Parish Council
Higgins Construction Plc	Warden Housing
Hills Residential Ltd	Warren Insulation
HLL Humberts Leisure	Welshwood Park Residents Association
Holiday Inn	West Bergholt Parish Council
Holmwood House School	West Bergholt Parish Planning Group
Hornburys	West Mersea Library
Housing Corporation	West Mersea Town Council
Hutton Construction Ltd	Whybrow Chartered Surveyors
Hythe Community Centre Association	Wildlife and Countryside Link
Hythe Residents Association	Wilkin & Sons Ltd
Hythe Residents Association & Colne Harbour Group	Winstred Hundred Parish Council
Ian R Matthers B.S & D	Wivenhoe Dental Practice
Iceni Homes	Wivenhoe Sailing Club
Iceni Projects Ltd	Wivenhoe Town Council
Indasa Abrasives (UK)Ltd	Womens National Commission
Indigo Planning	Wordwrite Associates
Inntel	Wormingford Parish Council
Jacks Famous Supplies Ltd	Young Essex Assembly
James & Lindsay Life & Pensions Ltd	Youth Enquiry Service
Jamesons Residential Care Home Ltd	

Appendix 2

Text of e-mail and letter sent to consultees:

Colchester Borough Council and the Colchester and North East Essex Building Preservation Trust has prepared a draft Shopfront Design Guide Supplementary Planning Document (SPD) for public consultation.

The draft Shopfront Design Guide SPD is intended to supplement existing policies in the Core Strategy and Development Policies DPDs by providing detailed guidance. The eventual adoption of this SPD will promote high-quality shopfront design and will help officers and members of the Planning Committee make decisions on proposals for shopfronts and shop signs.

Please take the time to read the draft SPD and let us know what you think. The draft SPD can be accessed via the following link:
www.colchester.gov.uk/planningconsult

Hard copies of the draft SPD will be made available at Colchester Library and in the Customer Service Centre. Colchester Library is open Monday – Friday 8.30am - 7.30pm, 8.30am – 5.00pm Saturday and 12.30pm – 4.30pm Sunday. The Customer Service Centre is open Monday – Friday 9am - 5pm.

The consultation period on the draft SPD will run from 21 March 2011 – 18 April 2011. Representations can be made online or can be emailed to planning.policy@colchester.gov.uk. Please let us know if you would like to be informed of the adoption of the SPD.

Further information can be obtained from the Spatial Policy team on (01206) 282473 or planning.policy@colchester.gov.uk.

Appendix 3
Statutory Advert published in Evening Gazette, Tuesday 1 March 2011

COLCHESTER BOROUGH COUNCIL

**Notice of Consultation on Colchester's
Draft Sustainable Design and Construction
Supplementary Planning Document Under
Regulation 17 of the Town & Country
Planning (Local Development) (England)
Regulations 2004 (as amended)**

Colchester Borough Council has prepared consultation drafts of two Supplementary Planning Documents:

Sustainable Design and Construction Supplementary Planning Document (SPD). The draft SPD provides guidance for those involved in development in Colchester to help them deliver a high quality built environment. The document sets the case for development meeting minimum levels under the Code for Sustainable Homes and BREEAM. The consultation period will run from 1 March – 1 April 2011.

Shopfront Guidance Supplementary Planning Document (SPD). Its purpose is to provide design guidance on the alteration or installation of shopfronts and shop signs in order to maintain or raise the design quality of these features of the townscape. The consultation period will run from 21 March – 15 April 2011.

Copies of the SPDs are available for inspection during the above periods at the following locations:

- Colchester Borough Council Customer Service Centre, High Street, Colchester. Monday – Friday 9am - 5pm.
- Colchester Central Library, Trinity Square, Colchester. Monday – Friday 8.30am - 7.30pm, 8.30am – 5.00pm Saturday and 12.30pm – 4.30pm Sunday

Copies of all consultation material can also be downloaded from www.colchester.gov.uk/planningconsult

Representations on the two SPDs should be made online or by email to planning.policy@colchester.gov.uk

Further information can be obtained from the Spatial Policy team on (01206) 282709/282473 or planning.policy@colchester.gov.uk