

Executive

Shop Fronts and Advertisements Guidance Document

8 April 2013

Report of Head of Strategic Planning and the Economy

PURPOSE OF REPORT

To seek the approval of the Executive to confirm this design guidance as acceptable within the district.

This report is public

Recommendations

The Executive is recommended:

- (1) To approve the document

Executive Summary

Introduction

- 1.1 The Design and Conservation team have put together design guidance for Shop Fronts and Advertising; a requirement that was set out in the Cherwell District Design and Conservation Strategy 2012 – 2015 adopted in 2012.
- 1.2 Shop fronts are vital elements in the character and appearance of many street scenes across the District. This guidance aims to promote high quality and well designed shop front and advertisement design that helps enhance the character of conservation areas and improve the appearance of historic buildings.

Background Information

- 1.4 The Design and Conservation team have provided feedback on a number of planning applications for shops and commercial premises that did not enhance, and more often harmed the character of listed buildings and buildings within conservation areas. The design guidance has been produced to ensure that future proposals are informed by good design principles that supports the preservation and enhancement of our heritage assets.
- 1.5 Shop fronts have plenty of scope for variety, but the relationships between the shop front and the existing building is of great importance and they should be integrated into the building in a way that reflects its period and style. Shop fronts form part of the setting of a town or village and the design approach

adopted should aim to capture the spirit and character of the settlement by respecting the scale, style and materials of the local area.

- 1.6 The document provides guidance which complies with requirements of national policy set out in the National Planning Policy Framework (NPPF) which looks to protect the historic environment.
- 1.7 The document is laid out to allow the reader to read the document as a whole or to be able to select specific sections for their requirements, such as corporate identity and when to apply for planning consents.

Conclusion

- 1.8 The National Planning Policy Framework requires local authorities to ensure that our heritage is protected. This is done by understanding local heritage assets and managing change to ensure that the significance is not harmed. This guidance from Cherwell District Council will guidance to understand the significance of shop fronts and advertising to provide long term protection for the heritage of the District.
- 1.9 The Cherwell District Council Design & Conservation Strategy for Cherwell 2012-2015 (5.1.2) states that we were producing guidance which aims to resist corporate standardisation and inappropriate pastiche but promotes locally distinctive high quality design.
- 1.10 This design guidance aims to provide assistance and help promote a high standard of design to the district.

Key Issues for Consideration/Reasons for Decision and Options

- 2.1 To adopt the Design Guidance Supplement.

The following options have been identified. The approach in the recommendation is believed to be the best way forward

- | | |
|-------------------|--|
| Option One | To accept document as design guidance for the purposes of planning. |
| Option Two | To decline the document as design guidance for the purposes of planning. |

Consultations

No consultation were required for the preparation of the design guidance.

Implications

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|-------------------|---|
| Financial: | The cost of preparing and consulting on this document is being met from existing resources. |
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Legal: No legal implications

Risk Management: Lack of design guidance undermines the reputation of the Council as a planning authority seeking high design standards.

Wards Affected

Adderbury
Astons & Heyfords: Lower Heyford, Somerton, Souldern & Upper Heyford Parishes
Banbury
Bloxham & Bodicote: Bodicote Parish
Cropredy: Bourton, Claydon with Clattercote, and Cropredy Parishes
Deddington
Kidlington
Kirtlington: Bletchington, Hampton Gay & Poyle, Shipton on Cherwell & Thrupp, and Kirtlington Parishes
Yarnton: Yarnton, Gosford & Water Eaton Parishes

Corporate Plan Themes

Corporate Theme 6: Protect and enhance the local environment

Lead Member

Councillor Michael Gibbard
Lead Member for Planning

Document Information

Appendix No	Title
Appendix 1	Shop Fronts and Advertisements Guidance Document
Background Papers	
None	
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