

The Cabinet

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REPORT

Author : Jocelyn Sage
Conservation Officer
(01722) 434387

jsage@salisbury.gov.uk

Cllr Noeken Cabinet Member for Planning & Economic Development

SHOPFRONTS AND ADVERTISEMENTS

THE PROPOSAL:

Salisbury District Council currently has a brief general leaflet on shopfront design but it lacks design guidance on what is likely to be considered acceptable by the Planning Office.

The Planning Office deals with a considerable number of advertisement consent applications and listed building applications for changes to shopfronts and signage – particularly within Salisbury. The new leaflet will give greater guidance not only to applicants, but also officers within the Planning Office – and thereby hopefully achieve a more consistent approach. Whilst the leaflet is detailed, it is not considered over-prescriptive. It is also hoped that the leaflet will encourage less reliance on a ‘corporate approach’ by applicants, instead encouraging an approach that reflects the particularities of the individual shop and its Salisbury setting.

The leaflet has been produced by a partnership of the Conservation and Development Control Teams and is more appropriate for shops within Conservation Areas or shops in listed buildings. The approach for shops within modern shopping precincts, such as the George Mall, will inevitably be less ‘constrained’. The most potentially controversial element of the leaflet is the illustrations. Negative examples as well as ‘good’ examples have been used to illustrate points raised in the text. The use of line drawings was considered, but it was felt that these did not illustrate the points as effectively as photographs when discussing the relative qualities of materials and the effect of colours. The negative examples used have either been granted consent (introducing an element of self-criticism on the part of the planning authority) or are the subject of enforcement action on the basis that they are unauthorised works.

PROPOSED STATUS OF THE LEAFLET:

The existing leaflet is guidance only and has not been adopted as Supplementary Planning Guidance (SPG). It is proposed that the revised leaflet is adopted as SPG as it would carry more weight in cases where the applicant appeals against the Council’s decision.

POLICY CONTEXT:

Salisbury District Replacement Local Plan, in particular the following policies relating to listed buildings: CNI, CN3, CN4, Conservation Areas CN8, CN9 and CN12, Shopfronts and Signs in Conservation Areas CN13-CN15, Shopfront Grilles CN16, Design Infill D2 and D4, Local Shops S9, Shopfronts S10 and Farm Shops S11.

CONSULTATIONS:

Consultations have been carried out with the following consultees:

- Development Services
- Salisbury Conservation Area Advisory Panel
- Civic Society
- Salisbury City Centre Manager
- Downton Society
- Fisherton Street Traders
- Federation of Small Businesses
- Chamber of Commerce
- Salisbury based estate agents (Humberts, Myddleton & Major, Strutt & Parker, Savils, Woolley & Wallis)
- The Council's Legal and Property Unit.

The leaflet has been referred to the Council's Gatekeeper and has been allocated a PURN number. There is one relatively minor matter still outstanding.

REPRESENTATIONS:

Salisbury City Centre Manager welcomed the leaflet. Slight concern was expressed that the approach was overly prescriptive and should be guidance only, and concern was also expressed that the 'negative examples' might upset traders. However, she was keen that the document be adopted as Supplementary Planning Guidance as soon as possible.

Salisbury Conservation Area Advisory Panel: welcomed the leaflet and hoped that this would lead to a more consistent approach to such applications from the Planning Office.

Downton Society: welcomed the leaflet.

The Council's Legal and Property Unit was concerned about the use of negative examples. However, it was felt that if it was made clear in the leaflet that the Council is not criticising those businesses *and* that the Council accepts responsibility in that it granted consent for those shopfronts, then this would be acceptable.

No comments were received from other groups.

RECOMMENDATION:

That the leaflet be adopted as Supplementary Planning Guidance.

IMPLICATIONS:

Financial	: All costs associated with this initiative can be contained within existing budgets.
Legal	: The formal adoption of this leaflet as SPG will mean that it will be a material consideration in determining applications and defending appeals for planning and listed building consent applications.
Environmental	: the leaflet promotes the sustainable re-use of historic buildings.
Council's Core Values	: Communicating with the public; being environmentally conscientious.
Wards Affected	: All.