

D10 – Shopfronts

- Support - 7
- Neither support of object - 3
- Object - 4

The changes to the supporting text and the Local Plan policies have not only been informed by the responses to the Regulation 18 consultation but they have also taken on board any additional feedback that has come out of discussions/meetings with statutory consultees and members in order to improve the clarity and understanding of the contents of the Local Plan.

Comments in support of D10 – Shopfronts		
Respondent number	Comment	Officer comment
BHLF- KSAR- N8BQ-A Historic Environment Link here	We support inclusion of policy D10 and recognition of the importance of the contribution made by historic shop fronts to local character.	Noted

Comments which neither support nor object to D10 – Shopfronts		
Respondent number	Comment	Officer comment

ANON-KSAR-NK29-N	D10 – Add requirement for shop doors to be fitted with automatic closing devices	It is not clear that this is appropriate in all cases. The issue of access for people with mobility problems is addressed in the document “ <i>Design Guidance for the Control of Shopfronts and Signs</i> ”.
BHLF-KSAR-N8TG-J	Shop fronts determine the ambience of places, cities, towns, and villages. Do not make the mistake of looking for the same vibrancy in sleepy villages as in university cities. Protect the heritage and countryside.	Noted. The emerging policy does state that proposals should preserve the character of an area.

Comments which object to D10 – Shopfronts		
Respondent number	Comment	Officer comment
ANON-KSAR-NKB4-Z	Shop doors to be fitted with automatic closing devices which remain in use when temperature control is operating within the interior.	It is not clear that this is appropriate in all cases. The issue of energy use in shops is addressed in emerging policy CN3, which requires all non-residential development to achieve BREEAM Excellent.
ANON-KSAR-N8GP-E Denmead Parish Council	There needs to be a policy about out of hours lighting in villages as this impacts the environment as well as nature	The “Design Guidance for the Control of Shopfronts and Signs” states the lighting of merchandise displays within shop windows is beneficial in certain circumstances. The Council does however note the benefits of dark skies

		in the most appropriate areas and the proposed approach to this is set out in emerging policy NE8.
ANON-KSAR-N8XZ-9 Denmead Parish Council	There should be limits imposed on lit signage to ensure it is only illuminated during the opening hours of the shop. Parts of the district are in or near dark skies areas and shops should not be lit at night when closed.	The “Design Guidance for the Control of Shopfronts and Signs” states the lighting of merchandise displays within shop windows is beneficial in certain circumstances. The Council does however note the benefits of dark skies in the most appropriate areas and the proposed approach to this is set out in emerging policy NE8.
ANON-KSAR-N8GX-P	The needs something to determine out of hours lighting. In our small village it has an impact outside the normal daylight/shopping hours.	The “Design Guidance for the Control of Shopfronts and Signs” states the lighting of merchandise displays within shop windows is beneficial in certain circumstances. Policy D1 now includes the statement “Proposals should not have an unacceptable adverse impact on adjoining land, uses or property by reason of intrusive lighting, overlooking, overshadowing or by being overbearing.”

	Recommendations	Officer response
Comments from SA	None	None
Comments from HRA	None	None

Policy D10 Shopfronts

Proposals that alter or replace existing shopfronts which currently contribute to the character and significance of the building or area, will only be permitted if they continue to preserve or enhance the character and significance of the area and are designed to relate closely to the overall character of the building in terms of scale and style. Blinds and canopies will be permitted providing the size, colours, design and materials are appropriate to the character and significance of the building. Shutters requiring planning permission will only be permitted where they are designed as an integral part of the shopfront and allow visual permeability into the shop when in use. Solid external shutters which obscure the shopfront will not be permitted. Permanently blanked out shopfronts, or other designs which discourage active frontages, will not normally be permitted. Advertisement on the surrounds of automated cash machines and visual display screens will not be permitted. New shopfronts in conservation areas should normally incorporate traditional design elements and materials.