

## **Appendix 2: Shopfronts Design Guide Supplementary Planning Document (SPD) Consultation Statement**

### **1. Introduction**

1.1 This document sets out a summary of the responses received and modifications made to the Shopfronts Design Guide Supplementary Planning Document (SPD). It is written in accordance with Regulations 11-14 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

1.2 The consultation on the draft SPD ran from 07 May 2024 to 18 June 2024.

1.3 In total 12 responses were received, all via email. Responses are summarized within this document, along with modifications resulting from them.

### **2. How did we consult?**

2.1 The consultation ran for a period of 6 weeks from 07 May 2024 to 18 June 2024.

2.2 The consultation details, including where to view the document and how to respond were published:

- on the Council's website
- by press notice in the Rugby Observer
- on the Council's social media channels

2.3 The consultation document was published on the Council's website, and hard copies were made available for inspection at:

- The Town Hall, Evreux Way, Rugby, CV21 2RR

- Rugby Library, Little Elbow Street, Rugby, CV21 3BZ

2.4 All statutory consultees, individuals and businesses on the Development Strategy Consultation Database on 07 May 2024 were notified by email or letter of the consultation, with details of how to view the document and how to respond.

2.5 Responses could be made by email or via post. In total, 12 responses were received, all via email.

### **3. What did the respondents say?**

3.1 Of the responses received, all those with comments to make (a number expressed 'no comments') expressed overall support for the document and its content. The following matters were however raised by one or more respondents:

#### *Shop front colour*

3.2 The draft SPD identifies the colour of shopfronts as an element of the design. It suggests a general preference for more muted tones, and that very bright colours are likely to be considered inappropriate in the context of historic properties and the general streetscene. One respondent expresses agreement with a broad use of "neutral" colours, but disagrees with one of the bright colour shopfront examples given as a less desirable example in the document. The respondent considers the blue colour in question to be appropriate in its location, and wants to see colour retained in some shopfronts.

3.3 Another respondent suggests that the Council should proactively negotiate a discount on an appropriate paint range as a more affordable way of improving shopfronts, and limiting use of inappropriate colours.

#### *Application of the SPD*

3.4 One respondent indicated that the application of the SPD should be broadened beyond shopfronts in Rugby Town Centre, and be used to inform shopfront design elsewhere in the borough too.

#### *Energy Efficiency in shop front design*

3.5 One respondent suggests encouraging energy efficient shopfront design, whilst still respecting the heritage of the town centre.

#### *Street furniture and signage*

3.6 One respondent suggests the SPD should address street furniture such as tables and chairs and A frame advertisements in the context of accommodating people with mobility issues.

#### *Vacant shops*

3.7 One respondent suggests that the SPD should address vacant shops, including maintenance of the shop front and using them to promote local activities and services.

### **4. What action did RBC take as a result of the comments received?**

#### *Shop front colours*

4.1 It is not intended that the SPD would preclude the use of a range of colours on shopfronts. It is instead aiming to discourage the use of very bright colours, in favour of more muted tones in line with the largely heritage setting. To make this clearer, colour samples have been added to the precedent images on page 11 to illustrate different tones that might be more successful. This includes the specific precedent one respondent expressed disagreement about.

4.2 The suggestion that the Council might negotiate discounted prices on a paint palette will be conveyed to colleagues working on the Town Centre Regeneration Strategy. No changes have been made to the SPD on this matter, as it is beyond the scope of this document.

#### *Application of the SPD*

4.2 The text has been amended so that the SPD may be applied to shop front designs in other conservation areas, local centres and parish areas.

#### *Energy Efficiency in shop front design*

4.3 The text on page 9 of the document has been updated to include reference to energy efficiency with the design of new shop fronts.

#### *Vacant shops*

4.4 The SPD is intended to guide the design and quality of existing and new shop fronts. It is beyond the scope of the document (and planning control) to prescribe maintenance of vacant shops or promotional material that may be placed within them.

## Consultation responses and modifications

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. <del>Strikethrough</del> – text to be deleted
1. Resident	<p>As a local resident I have reviewed the enclosed and it looks a well thought through and well-presented pack.</p> <p>In the plan though, if changes are needed, who will pay for them?</p>	<p>Noted</p> <p>A shop front grant fund is being developed separately</p>	None	N/A
2. Resident	<p>I am in full support of the Supplementary Planning Document for shop fronts.</p> <p>My only comments would be on <b>Colours</b>, I agree they should be much more neutral on the whole, however I disagree with the Carvells example. This type of blue does seem quite fitting with the area, while it makes the shop 'bolder', it isn't nearly as ugly as the neon orange also used as an example.</p>	<p>Noted</p> <p>The SPD identifies a preference for a 'muted' (but not neutral), heritage-appropriate palette of colours in relevant areas. This would include the use of colours, but discourages very bright</p>	<p>None</p> <p>Add colour 'samples' to images on p11 to illustrate the type of muted colour options that would be preferable.</p>	<p>Add colour samples to images on p11 to illustrate more muted colour options.</p>

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. <del>Strikethrough</del> – text to be deleted
	I think we need to be careful that while trying to retain a more neutral town centre, we shouldn't want to deprive it of all colour.	<p>colours. We will seek to clarify this through the introduction of colour examples that would be more 'muted'.</p> <p>Agree with observations comparing the examples, though consider it appropriate to retain the example in the document.</p> <p>Agree. It is not the intention to remove colour, simply to consider the tones that might be most suitable.</p>	As above – add colour samples to make this clearer.	Add colour samples to images on p11 to illustrate more muted colour options.
3. Historic England	<p>Historic England recognises the clear benefits of producing an SPD for this topic area.</p> <p>Pleased to note that the historic environment is well referenced throughout. Especially pleased</p>	Notes	None	N/A

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. <del>Strikethrough</del> – text to be deleted
	<p>that the Rugby Town Centre Conservation Area, and Conservation Area appraisal are referred to.</p> <p>Pleased with references to historic shop fronts.</p> <p>Recommend that Council conservation advisors are involved throughout the process</p>			
4. National Highways	No comments	N/A	None	N/A
5. Natural England	No comments	N/A	None	N/A
6. Resident	<p>I totally agree to all the proposals that are suggested.</p> <p>When some one we met recently asked us where we live and we said “ Rugby “ they said “ oh that must be a beautiful old market town “ to which we replied that the area with most of the Independent shops is very nice and traditional but isn’t the same for all of Ruby . At the other end of town of course we also have Rugby school Which again is very traditional and well kept .</p>	Noted	None	N/A

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. <del>Strikethrough</del> – text to be deleted
	<p>I think the measures you want to put in place will address this issue and make all establishments look in keeping of a Traditional Market Town .</p> <p>This would then hopefully encourage more local people to come into Rugby town centre and other visitors too &amp; hopefully encourage some more independent shops or high street shops of high calibre to return or come to Rugby . We do not however need any more coffee shops !!</p>			
7. Shop owner	<p>I am delighted to see your proposals.</p> <p>I have owned two business in Rugby for over 30 years, and it has long been a bug bear of mine that any old shop front seemed to be allowed, when you look up in Rugby there is some magnificent architecture so I love your proposals.</p> <p>Please please however do not make the mistakes previously made whereby new, very expensive shop fronts were grant funded (but still cost the individuals a lot of money) and then allowed any colour to be painted and because the design was so prescriptive they were not affordable for many businesses.</p>	<p>Noted</p> <p>Noted. To be conveyed to the Economic Development Team</p>	<p>N/A</p> <p>N/A</p>	<p>N/A</p> <p>N/A</p>



	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. <del>Strikethrough</del> – text to be deleted
	<p>How about some encouragement for those who are not in a position to change their fronts but may be able to repaint?</p> <p>I propose, if it is possible, that you make a deal with a paint manufacture/supplier, for a discounted price on a colour range, of your choosing, that can be passed on to individuals to encourage them to replace some of the, quite frankly, garish colours. Hopefully this will speed up the improvement process as it will take many many years for your vision to come to fruition.</p> <p>Please stick with it though</p>	Noted – will relay to officers involved in shop front grants	Relay this suggestion to Economic Development team	N/A
8. The Coal Authority	No comments	Noted	N/A	N/A
9. Cllr Gillias	<p>I think that some policy and wording may be needed to provide policy to cover shop fronts/business premises, in rural street locations, to protect the historic street scene. This may be covered in a parish with a NHP, but those parishes without, it may not be.</p> <p>I raise this, simply because a situation has arisen in the village of Pailton.</p>	Agreed	Amend text on page 9 to address shop fronts outside of Rugby Town Centre	<p>These design principles are applicable throughout the Rugby Town Centre Boundary and the Rugby <del>Town Conservation Area</del> Borough Conservation Areas. <i>They may also be applied to relevant local centres and parished</i></p>

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				<i>areas, that fall outside of these designations.</i>
10. Paul Grundy, Conservation Officer	<p>In my opinion it is excellent, covering all the required considerations for shop front design and has a key focus on ensuring design quality.</p> <p>Suggest images be given titles/figure reference.</p> <p>Some typographical errors identified</p>	<p>Noted</p> <p>Agree</p> <p>Noted</p>	<p>N/A</p> <p>Add titles to diagrams</p> <p>Correct typographical errors</p>	N/a
11. Warwickshire County Council	<p>Thank you for affording Warwickshire County Council the opportunity to comment on the draft Shopfronts Design Guide SPD.</p> <p>Colleagues have considered the document in detail and are wholly supportive of the content.</p> <p>The County Council looks forward to working with you as this document progresses and on other matters going forward.</p>	Noted	None	N/A

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12. Cllr Dickson	<p>This is a valuable document and has many sensible proposals.</p> <p>It could be further improved by:</p> <ol style="list-style-type: none"> <li>1. focussing not just on the experience of visitors, but on the experience of residents and repeat visitors and, in both cases, residents and visitors who spend money and time in the town;</li> <li>2. setting out how shop front design characteristics can be as energy-efficient as possible whilst also being consistent with the town centre's heritage;</li> </ol>	<p>Agree</p> <p>Agree</p>	<p>Adjust text on page 1 to focus on residents as well as visitors</p> <p>Add some text on energy efficiency.</p>	<p>Add the following to page 1: While the wider Rugby area continues to be commercially important, the town centre along with many others faces an ongoing challenge to <del>attract visitors</del> <i>remain an attractive destination for residents and visitors.</i></p> <p>Add the following to page 9: <i>Improvements to the sustainability and energy efficiency of a shopfront or building are to be encouraged. In this context considerations might include (but are not limited to) performance of the built fabric, building</i></p>

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	<p>3. including proposals for street furniture (e.g. A-Boards, chairs and tables) that accommodate the needs of residents and visitors with mobility issues, and</p> <p>4. when, inevitably, a shop becomes vacant the owner is required to ensure that the shop frontage is maintained in a clean and attractive way and, until a new commercial occupier is found, that the shop window is used to promote local community activities.</p>	<p>Acknowledge and agree with the idea. It is beyond the scope of this SPD to make specific design proposals.</p> <p>Acknowledge and agree with the idea, though it is beyond the scope of an SPD to tackle this issue.</p>	<p>Add specific reference to accessibility.</p> <p>None</p>	<p><i>services and the sourcing of materials. These do not negate the importance of other principles regarding design and quality, but should be considered as part of a whole in achieving higher quality development.</i></p> <p>Add the following to page 9: <i>Accessibility should form a fundamental part of design proposals, both within and outside of the shopfront itself.</i></p> <p>N/A</p>

