

## Agenda Item 9

Development Management Committee

17 November 2009

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### Exmouth Shop Front Guide

#### Summary

Exmouth Town Management has produced the Exmouth Shop Front Guide and its content has been agreed with Exmouth Town Council. The guide has been informed by, amongst other documents/information sources, the Exmouth Shop front Design Guide adopted as Supplementary Planning Guidance by this Council in 2003.

The new guide provides advice on the design of shop fronts in the town and it is recommended that it is endorsed by Council.

The guide has been checked and apart from some additional sentences needed regarding the need for Listed Building Consent and planning permission for various types of work, and a reference needed that the opportunity exists for this Council giving pre application advice, the document is acceptable. Members will be verbally updated regarding the changes needed at Committee. These changes can then be forwarded to Exmouth Town Management who can amend the document as necessary.

#### Recommendation

1. **That the Exmouth Town Management - Exmouth Shop Front Guide 2009 be endorsed and used to inform development management functions in the District as well as other spatial planning and community related initiatives for the town.**
2. **That Exmouth Town Management be congratulated on their work.**

#### a) **Reasons for Recommendation**

To give weight to the new guide.

#### b) **Alternative Options**

To not endorse the new guide.

#### c) **Risk Considerations**

If the District Council does not endorse the design guide decisions will be taken at District Council level without the benefit of consideration of its content. District Council endorsement should ensure it carries extra importance and weight in Exmouth.

#### d) **Policy and Budgetary Considerations**

The document will inform decision making processes at the Council, particularly in respect of the development management functions, other than staff time/costs taken in applying the contents of the document no budgetary considerations are identified. The primary policy consideration in the determination of applications will lie with Local Plan policy and regional/national policy. The design guide will complement this higher tier policy and advise on its application in Exmouth.

**e) Date for Review of Decision**

A specific review time is not identified. However, if, as and when staff resources permit (or overall departmental/service priorities change) a fuller review of the document may be possible. In the future, if greater staff time is available, it is possible that a review of decisions could allow for its formal adoption as a Supplementary Planning Document (SPD) and in so doing it could supersede the existing Supplementary Planning Guidance. To be adopted as SPD, however, would require evidence of public/stakeholder consultation and also that other Local Development Framework procedural requirements have been met.

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1.1 The Exmouth Shop Front Design Guide will help inform the determination of planning applications in Exmouth. Furthermore it is recognised that the document will help inform shopkeepers, building/land owners, agents, the public and other interested parties of the importance of shop front design issues. It should help raise awareness of the importance of shopfronts to the quality of the streetscene and to the overall quality of design and development.

1.2 It is important to recognise that Shop fronts are an important element of the street scene. They should be of a high standard of design, and reflect the architecture of the original building and of the surrounding area. Non-retail uses can result in dead frontages which detract from the vitality of shopping streets.

1.3 Policy D7 of the East Devon Local Plan sets out that:

The Council will consider proposals for changes to shop fronts or for new shop fronts in accordance with the following criteria:

1. Traditional style shop fronts, which have remained unaltered and are worthy of conservation, should be retained.
2. Where traditional features, such as stallrisers, columns, pilasters or cornices exist these should be retained, and further alterations should seek to upgrade the shop front in a manner sympathetic to any of the existing features.
3. All parts of a new shop front and fascia should be kept below the first storey level.
4. Shop fronts, including signs and fascias, should be designed to complement the character and individuality of the building in which they are set. Signs should advertise only the name and the nature of the business, and avoid advertising a range of branded goods.
5. Materials used should be sensitive to the character and appearance of the building and the surrounding properties. In Conservation Areas, only materials which are in keeping with the character and appearance of the area will be permitted.
6. Large expanses of undivided glass will not be permitted where they are alien to the character of the building in which they are set.
7. Where two or more adjoining buildings form part of the same premises they should be treated as individual shop fronts linked by a theme e.g. lettering and colour of paintwork.
8. Where stallrisers make a significant contribution to the character of an area or individual buildings, new shop fronts should provide stallrisers in order to maintain such character.

1.4 The Exmouth Shop Front Design Guide will assist with the application of this planning policy in Exmouth and will be a material consideration in dealing with any applications.. The full document is attached as Appendix 1.

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Legal Implications

There are no legal observations.

Financial Implications

There are no financial implications.

Background Papers

Exmouth Shopfront Design Guide 2003

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**Development Management**

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