



Shop Fronts and Signage

Supplementary Planning Guidance



Approved by Council October 2011



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1.1 Most shopfront alterations and signs require planning approval.

1.2 This Supplementary Planning Guidance (SPG) provides advice on the principles of Shop Front Design and Signage. It replaces the previous Shop Fronts and Signage guidance SPG (dated December 1994). The guidance has been produced to assist those considering or submitting development proposals relating to new shop fronts or alterations to existing shop fronts. Whilst SPG does not form part of the statutory development plan, it will be taken into account as a material consideration in the determination of planning applications. This guidance is supplementary to Policy 11 (Design and Aesthetic Quality) of the Adopted City of Cardiff Local Plan (1996), and is relevant to other development plan policies.

1.3 The purpose of the SPG is to raise the profile of design for shop fronts in the city centre; district and local centres; arcades; corner shops and shopping centres across Cardiff.

1.4 This guidance will support and aid development control officers and other Council service areas; shopkeepers; shop fitters and sign makers in designing new shop fronts. The intention is not to restrict innovation but to encourage discussion at an early stage to provide high quality design which will more likely obtain approval.

2.1 It is important to recognise that the shopping experience is now very different to that of years past. Shopping is now not only a necessary activity in terms of obtaining provisions, but also a leisure activity and an essential component of the Welsh economy. Promoting goods, wares or services is also a competitive activity, which by its nature results in neighbouring shops wanting to appear more attractive, exclusive, or simply different to adjacent premises. Commonly, bigger signs, larger displays, brighter lighting or unusual shop front features are aspired to, but if left unchecked can result in visual clutter and confusion which does not help the shopper or the retailer, and which can ultimately detract from the property and/or the area in which the shop is located.

2.2 Cardiff has a diverse range of shops both independent, local, and national chains located in all types of purpose built, converted and historically important buildings, including shopping centres and arcades. Like most cities, Cardiff offers a hierarchy of shopping opportunities; it has a principal shopping area in the city centre, providing a regional/national/international destination; district and local shopping centres covering more local needs; and also some small clusters, and individual shops responding to micro / community markets, all of which the Council seeks to support.

2.3 Unfortunately, it is also recognised that some individual shop premises and shopping areas have become degraded and unattractive over time, often directly as a consequence of bad design decisions which have been made in respect of the display presentation they make to the street. In some instances there is a need to raise the quality of shop front design to continue to improve the shopping experience for the potential customer, and hopefully also the return for the shopkeeper.

2.4 In respect of regeneration, recognition of the role of shops in district and local centres should not be underestimated where the quality of design and visual appearance of shop fronts is a key element in building attractive and safer communities.

2.5 This guidance, and planning policy in general, should not therefore be seen as hurdle or obstacle to be overcome, but a means by which dialogue relating to concerns, aspirations and advice can be entered into to produce the best result for all.

2.6 This SPG will enable applicants to consider a well designed shop front in terms of the context of the shop front – the architectural quality of the building, its relationship with adjoining buildings and character of the area. This guidance relates to A1 Uses (shops) e.g. travel agents, post offices; A2 Uses (Financial and professional services) e.g. banks and building societies and A3 Uses (food and drink) : restaurants, cafes, pubs, wine-bars and hot food takeaways.

●●●● Where to start?

2.7 Planning Policy Wales (2010) states that good design should take account of the visual appearance of proposed development, its scale and relationship to its surroundings. Planning Policy Wales Technical Advice Note (TAN) 12: Design (June 2009) emphasises the importance of appraising context, ‘...Understanding the site and its immediate and wider context is the basis for a meaningful and sustainable design response....’ (para 4.3).

●●●● Special circumstances

2.8 Due to the historic importance of many areas of Cardiff which include Conservation Areas, Listed Buildings /Locally Listed Buildings, regard should also be given to advice contained in Welsh Office Circular 61/96 'Planning and the Historic Environment' and also to advice contained within the adopted appraisal of each Conservation Area which seek to preserve/reinstate architecturally important features and characteristics.

●●●● Design and Access Statement (DAS)(mandatory from June 1st 2009)

3.1 Planning and Listed Building Consent applications (with defined exceptions) will require a Design and Access Statement to accompany the application. If both a planning application and a listed building application are made for the same scheme, one statement can suffice for both types of application, provided that it expressly takes account of any historic features of the premises. For further information please click on the following link [Cardiff Council - Design and Access Statement \(DAS\)](#).

Shops are publicly accessible buildings and so it is particularly important that they can be easily accessed by all users, including those with mobility and sensory impairments. Further guidance on Inclusive Design and Accessibility is given in Section 7 and Appendix E.

3.2 In terms of a shop front the main issue to consider is access to and from the building and the effect on the character of the building and surrounding area.

●●●● Appraisal of an Existing Shop Front

3.3 ALL PLANNING APPLICATIONS FOR REPLACEMENT OR ALTERATIONS TO SHOP FRONTS SHOULD HAVE DUE REGARD TO THE ARCHITECTURAL QUALITY OF THE BUILDING; ITS RELATIONSHIP WITH ADJOINING BUILDINGS AND THE SURROUNDING AREA.

3.4 The following criteria can assist when undertaking an appraisal of a shop front and its surroundings:

- Where is the building? Is it in a new shopping centre, or arcade or in a Conservation Area? Wherever it is, consideration should be given to how the existing/proposed shop front relates to the character of the area? In some contexts, change will be appropriate; in others preservation will be more important.
- What is the proposed use of the premises and is the existing shop front appropriate?
- How do you access the building? Is it suitable for all users?
- What is the relationship between the building and its location? Is it part of a group of similar design?
- Consider the surrounding buildings/uses – the shops/buildings adjacent to the shop front; the pattern of development in the street; adjoining buildings; space between buildings; how would a new shop front fit into the street scene?
- Look at the building as a whole – assess the existing shop front; upper storeys and adjacent elevations. Consider the proportions of the existing fascia; stall riser and glazing patterns.
- Is it a listed building or a locally listed building? If so, consideration should be given to features which may need to be retained?
- If it is located in a Conservation Area, the adopted appraisal for each Conservation Area in the city offers a good basis for assessing what characteristics are important.
- Architectural detailing, materials and finishes. Could the architectural detailing be retained or restored?

Figure.1 Poor shop front design



3.5 All new shop fronts should have regard to the architectural quality of the building and those buildings that adjoin the application site. An awareness of context can contribute to a successful site appraisal. This street scene shows that not all shop fronts are well designed and/or have due regard to upper elevations.

3.6 Planning Permission and Consents that may apply to Shop Fronts:

- **Planning permission** is required for any alterations or changes that materially affect the appearance of a shop front.
- You may need planning permission for a 'change of use' if you decide to change the type of business carried out in your shop or convert the business to another use.
- **Listed building consent** is required for any alteration to a shop front which forms part of a statutorily listed building and which affects its character.
- **Advertisement Consent** is required for most illuminated signs, flags, pole signs, banners or signs above ground floor level or signs on a different wall from the shop front.
- **Building Regulation** approval maybe required even if planning permission is not. Contact the Council's Building Control Department (Tel: 029 20871153)
Email:buildingcontrol@cardiff.gov.uk.

3.7 This is not an exhaustive list therefore it is advisable to contact the planning department in the first instance.

3.8 Once necessary approvals have been obtained the use of a reputable shop fitter and sign maker is advised to secure a high quality design using high quality materials. Future maintenance of the shop front should also be considered.

● ● ● ● Enforcement

3.9 The Council seeks full compliance with planning controls in respect of Development and the display of Advertisements. Undertaking Development or the display of Advertisements without permission, where required, may result in formal action being pursued against those who have an interest in the land. Such action could result in the issue of an Enforcement Notice and or a prosecution through the Courts.

●●●● Typical elements of a shop front

4.1 Cardiff has a variety of shop front designs as shown below, ranging from the traditional to the contemporary.

Figure. 2



4.2 Typical elements of a shop front are as follows:

Figure.3 Traditional shop front design



Figure. 4 Modern shop front**Stallriser**

Stallrisers provide a solid panel below the shop window at ground level. They offer a degree of security and protection against damage and provide balance and proportion in the overall design of the shop front.

Mullions provide vertical division of the expanse of glass. Mullions should line up above and below transom level and may reflect vertical alignment of windows on upper floors. On traditional shop fronts, the base of mullions may be shaped, and tie into the architrave.

A **Transom** divides the window horizontally, often between the door and door light.

Pilasters

Pilasters are a traditional feature of shop fronts that project from the wall and define each shop unit/bay.

Console Bracket (Corbels)

These are the brackets at each end of the fascia, and traditionally allow for the fascia to be inclined. In a more modern context they simply define the ends of the fascia.

Architrave

This is a shallow moulding which sometimes surrounds the shop window.

Fascia

The fascia is the flat or outwardly sloping section at the top of the shop front below the cornice whereby the sign/name of the shop is located.

●●●● Key Design Principles

4.3 Key Design Principles:

- Consider the context within which the shop front exists. Respect age, style, proportions, and character of the building and those surrounding it. Consider the predominant design/theme in the street.
- Special consideration should be given to shop fronts within Conservation Areas and/or part of a listed building.
- Retain, repair and consider restoring, where original traditional shop fronts are of value.
- Use pilasters, stallrisers, mullions, transoms and fascias collectively to provide proportion to a shop front design.
- If proposing a stall riser or fascia within a terrace of shops, ensure continuity with neighbouring premises if there are dominant horizontals within the street scene.
- Shop front designs should not project over the footpath.
- Location of entrance doors should respect the rhythm of the street / verticality of upper floors.
- National companies or chains of shops have a corporate style or brand that is synonymous with the design and success of the shop. However, it is sometimes necessary where shops are located in Conservation Areas and/or listed buildings that the 'house style' be adapted to respect the character and identity of the area / building.
- Incorporate security measures into designs at an early stage.
- Retain or provide easy and convenient access to premises on ground floor for all users. A separate door should be provided for unrelated upper floors uses.
- Materials should be selected to reflect and enhance the character of the building and wider area.
- Materials should be durable and easy to maintain.
- A shop window display should be maintained at all times in order to retain the content and interest of the shop frontage.
- Make best use of transparency: views of activity within shops stimulate business.
- Resist internal arrangements which result in the back of display units being located against windows.
- Resist solid or blank frontages on non retail premises e.g. betting offices, offices, and restaurants.
- Vacant shops should be left in good condition and temporarily boarded up if necessary. If likely to be vacant for a long period, illustrated boarding might be considered or, alternatively window display space can be let for gallery purposes or for advertising placed within the display area, which also discourages nuisance advertising such as fly posting.
- Cash dispensers, cigarette bins etc should form part of the early design process.

Figure. 5 Example of a poorly designed street



4.4 This street scene demonstrates how some shop fronts without pilasters or stall risers, disrupts the architectural rhythm of the street. The signage and lighting is not in proportion with the overall size and character of each shop. In some cases, recessed doors can attract antisocial behaviour.

Figure. 6 Example of a well designed street



4.5 This example is good practice. The overall appearance of this street scene provides rhythm and uniformity as well as clear divisions created by pilasters, between the shop fronts. The signage is clear and in proportion to the shop front. Access into each shop is suitable for all users.

●●●● Cash Dispensers

4.6 Cash dispensers or ATMs form an integral part of the shop front design. The inclusion of an ATM should not undermine the integrity of the shop front. ATM's should be located in a highly active public environment with good natural surveillance. A facility for the deposit of unwanted receipts should be considered as part of the design. The location of other facilities such as cigarette bins, deposit boxes, and video return boxes should be considered as part of the overall design.

Figure. 7 ATM



5.1 If it is a necessity to consider security measures for new shop fronts or upgrading existing shop fronts against vandalism, burglary and anti social behaviour, then the whole building should be assessed before a course of action is agreed. It is prudent to consider security measures at an early stage in the design process. TAN 12 'Design' and the 'Secured by Design' initiative promote improved security through natural surveillance and advocate practical ways in which the design of a development can reduce opportunities for crime. Liaison with the planning department to establish good practice is recommended. Further advice can be obtained from the Crime Prevention Design Advisor (CPDA) at Cardiff Bay Police Station (tel: 029 20571501).

5.2 If shutters are considered essential, then promotion of natural surveillance, through shutter design and provision of internal lighting is an effective way to reduce crime in some urban areas. However, security measures should always be proportionate to risk. The police can assist with crime statistics for your area, and although the need for security shutters may be accepted in some locations, security glazing may be more than adequate in others.

5.3 Bear in mind that shutters often attract those with criminal intent, and that a balance needs to be met between what is acceptable from a design/aesthetic perspective and providing security measures that are robust and can withstand intervention.

●●●● Key Principles for Secure Design

5.4 Key Principles for Secure Design:

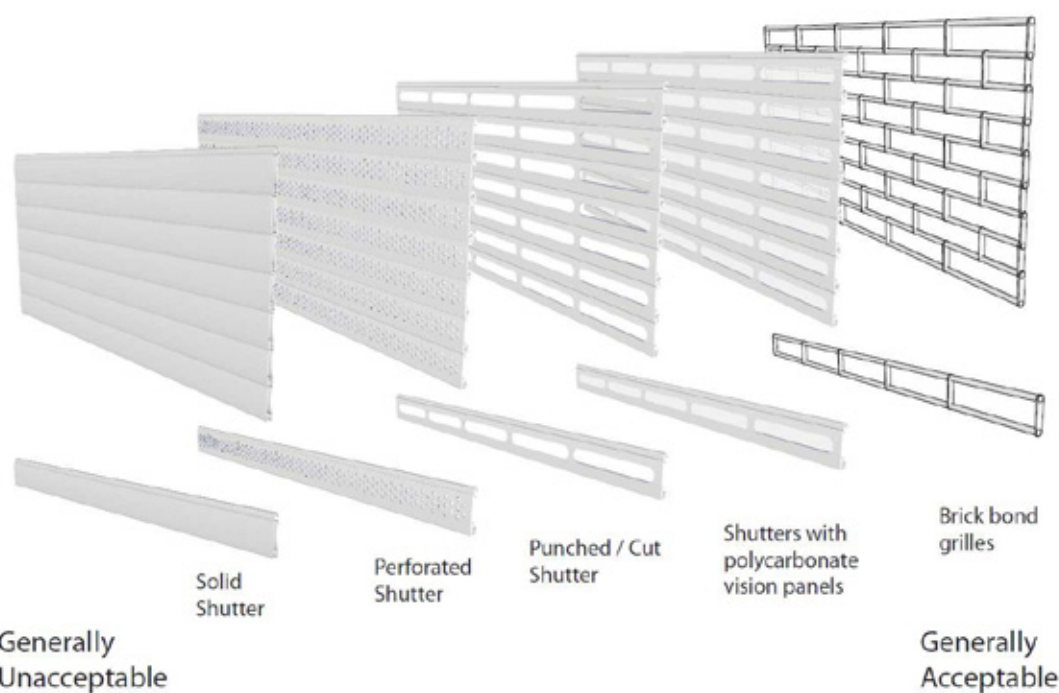
- Seek competent / qualified advice.
- Consider all aspects of security at the same time and at an early stage in the design process.
- Try to achieve the most sensitive design options for all premises.
- Be aware that there are a variety of options for both security shutters and reinforced glass.
- Be aware that external shutters in Conservation Areas and/or on listed buildings are rarely acceptable.
- Ensure shutter mechanisms or box housings associated with security shutters, are considered prior to the type of security shutter. It is recommended that the box housing be placed behind the fascia board with the shutter located behind the glass.
- The inclusion of a stallriser at an appropriate height in both traditional and modern shop fronts, is a valuable deterrent against crime and can mitigate against unintentional damage.
- Introduce natural surveillance measures to increase activity and movement within the shop premises.
- Incorporate appropriate (possibly timed) internal lighting to aid visibility.
- Traditional shop fronts with display windows made from smaller glazing units can be more difficult to break and require less costly glazing replacements than those with windows made of larger panes.
- Additional security measures, for example fire or burglar alarms, CCTV or lighting should be installed, in discreet locations so not to detract from the overall design of the shop front.
- Introduce reinforced or laminated glass or anti shatter films and robust window installations to reduce the risk of glass debris and fragmentation. This is especially important in the city centre context.

For further advice on all types of security go to www.securedbydesign.com

●●●● Shutter Designs

5.5 Solid, roller shutters (either external or internal) are generally not acceptable as they encourage rather than discourage criminal activity; are subject to graffiti; create a static, visually unattractive, and unfriendly environment and obscure views of intruders from the street.

Figure. 8 Security Shutters



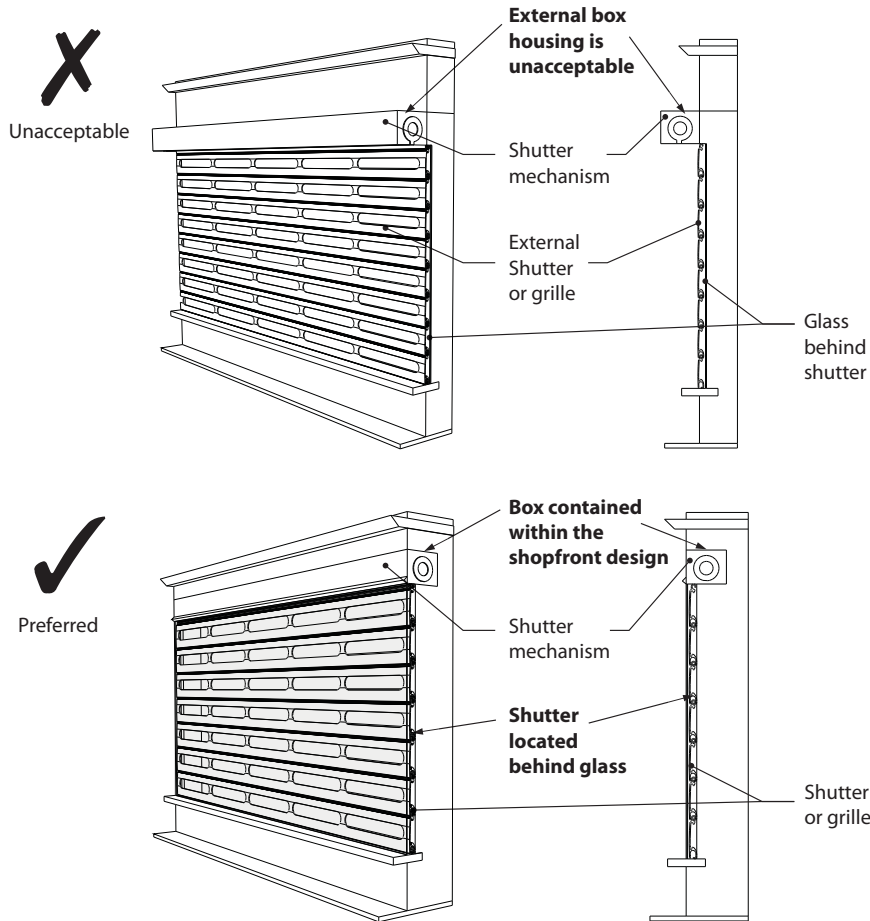
5.6 As Figure 8 demonstrates the preference is for transparent shutters. An application for solid shutters will only be considered if it is supported by evidence to justify the need to address security issues. In some circumstances a temporary planning permission may be deemed appropriate to allow a reassessment if circumstances change.

5.7 The replacement of ordinary glass with reinforced/laminated glass or fitting of internal grilles does not require planning permission but may require listed building consent.

●●●● Box housing

5.8 A shutter box housing should always be located internally i.e. behind the fascia. External box housing obscures the top of the shop fronts and is intrusive in the street scene. In exceptional circumstances where external shutters are permitted any box housing should be contained within the design of the shop front, behind the fascia. The runners should be built into the frame of the shop and not separate and external to it.

Figure. 9 Box Housing



Examples of the different types of security shutter available today.

6.1 It is recommended that applicant's seek advice from the local planning department to obtain consent to display a sign.

●●●● Welsh Language

6.2 Bilingual signs can enhance the character of Cardiff and promote the city and its culture. For practical advice contact the Welsh Language Board at www.byig-wlb.org.uk or www.welsh-language-board.org.uk or Cardiff Council's Welsh Language Unit is also available for advice. Their email address is welshtranslators@cardiff.gov.uk

Sign Options:

●●●● Fascia Signs

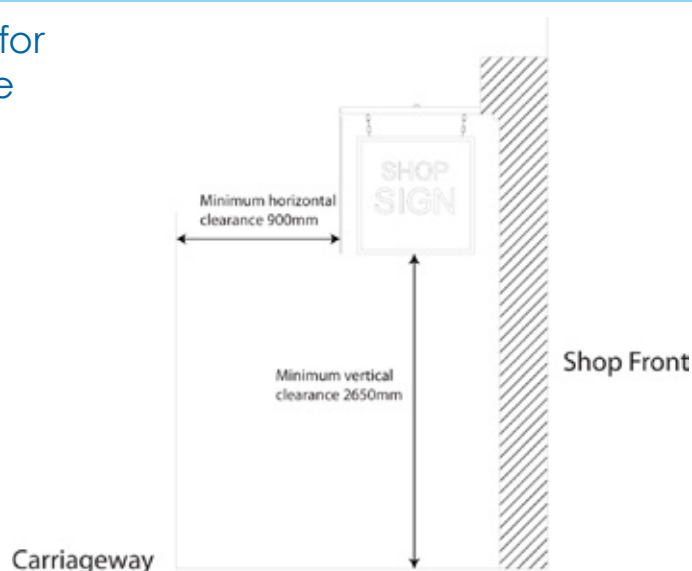
6.3 Fascias should be designed to compliment the character, proportion, age of building and context of the shop front. New fascias should not be oversized or added on top of existing ones and signs should be located at or below fascia level.

●●●● Projecting/Hanging Signs

6.4 A proliferation of hanging or projecting signs can create visual clutter thus undermining the purpose of advertising, particularly if signs are located at different levels. It is recommended that projecting signs have a minimum vertical clearance of 2650mm to the underside of the sign from the pavement. The minimum horizontal clearance between the sign and carriageway is 900mm. Signs located above first floor level of the shop window are usually unacceptable.

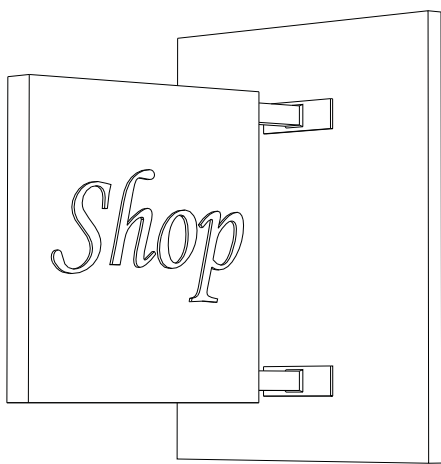
6.5 Projecting signs should also not be overly large and should not compete/obscure neighbouring projecting signs in respect of scale or location. It would be unusual for a projecting sign to exceed 900mm in any dimension.

Figure. 10 Dimensions for hanging sign clearance



6.6 On older buildings, brackets may be original or historic and where of architectural merit, best efforts should be made to retain/restore them. On listed buildings, this may be a requirement.

Figure. 11 Contrasting hanging signs-contemporary and traditional



6.7 Here are examples of hanging signs – from the modern, contemporary perspective to the traditional, ornate design.

6.8 Design and lettering is very subjective but ultimately the use of any particular font should not detract from the character of the building.

Figure.12 Lettering attached to stone



6.9 Individual lettering (attached to stone) is often preferable to fascia signage on historic buildings.

Figure.13 Lettering attached to stone



●●●● Box signs

6.10 A well designed modern/contemporary box sign is dependent upon a number of factors for example, size; depth and appropriate lighting technology which relate to the character and context of the building. Below are examples of good practice:

Figure. 14 Box signs of various design



●●●● Signs on windows

6.11 Care should be taken not to clutter the window areas and lose the impact of the overall display.

6.12 Large expanses of stick on vinyl images which reduce transparency of inner activities will generally be resisted. In some instances, an acceptable alternative is suspended signage appropriately positioned behind and at a distance from the glass.

Figure. 15 Suspended signage positioned behind the glass which creates interest and allows the customer to see into the shop premises



6.13 Ideally, entrances should be legible and well defined, and doors should be semi transparent to enable a clear view into and out of the premises, whilst avoiding wholly transparent doors which may not be apparent to the partially sighted.

●●●● A boards

6.14 It is important to promote a safe and uncluttered pedestrian environment. To this end, the Council considers that the licensing of portable advertising boards on the pavement (public highway) should be carefully controlled. Pedestrians can be put at risk through poorly sited advertisements. Good design is particularly important for people with impaired vision, mobility difficulties and those pushing prams, who can be seriously disadvantaged.

6.15 Anyone proposing to place portable advertising boards on a highway that is maintained at public expense will require a licence. A licence for the erection of portable advertising boards issued under the Highways Act 1980 is valid for a maximum of 12 months or ending 31 March of each year (whichever is sooner). Where it is proposed to place a portable advertising board on a privately maintained forecourt, over which the public have limited access, a licence will not be required.

Figure. 16 A boards



6.16 For further information please contact the Council Highway department (tel: 029 20785200 or email highways@cardiff.gov.uk).

●●●● Illumination

6.17 The use of illumination for shop fronts should be carefully considered and advice obtained from a qualified lighting specialist; as good lighting can positively enhance the character and setting of a place or building; but bad lighting can equally detract and also adversely affect neighbouring amenity as well as contribute to light pollution. Applicants are strongly advised to discuss proposals with a planning officer with a view to producing sensitive and energy efficient schemes.

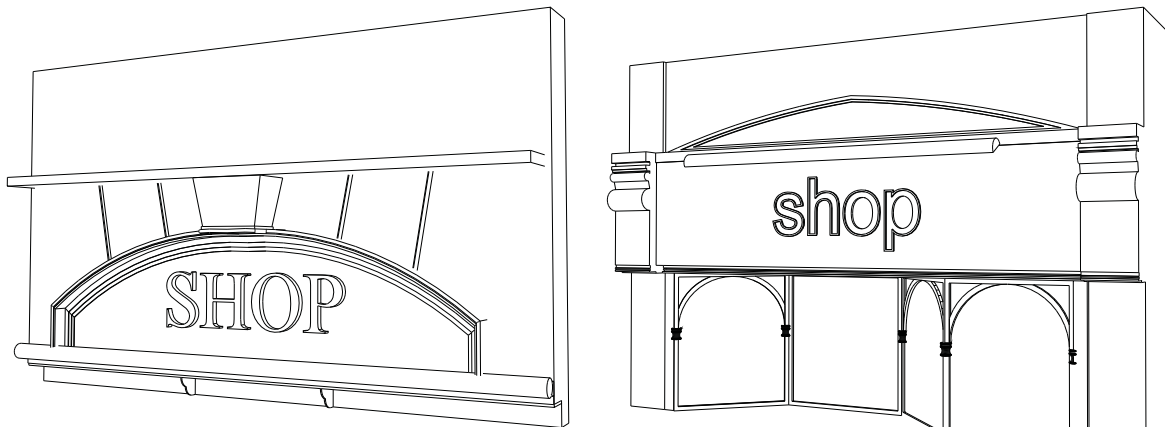
6.18 In respect of sustainability and degree of available control the use of LED or low energy lighting is encouraged.

Figure. 17 Lighting over shop front



6.19 Generally, large spot lights or dominant lighting which creates pools of light and areas of shade will not be considered acceptable. Intermittent, flashing lighting or moving displays are also not generally supported. Subtle internal window lighting is encouraged to promote vitality in the street and aid security, especially at night time.

Figures. 18 Subtle lighting over shop front



7.1 Easy access should be available to all, including those in wheelchairs, the mobility/sensory impaired people with learning difficulties and people with pushchairs.

7.2 It is recognised that there is no standard solution, as each individual building, and the requirements of user groups will be different. Generally however, shop entrances should be well lit, level and with no obstructions.

7.3 The Equality Act 2010 provides a new legislative framework to protect the rights of individuals and advance equality of opportunity for all. The Act simplifies and brings into one act existing discrimination law including the Disability Discrimination Act 1995 covering existing and new protected characteristics: age, disability, gender reassignment, pregnancy and maternity, race, religion and belief, sex, sexual orientation, and marriage and civil partnerships.

7.4 The Act consolidates and extends existing duties upon employers and suppliers of goods and services from the Disability Discrimination Act 1995 to make reasonable adjustments for disabled persons. Section 20 of the Act sets out a three fold duty, including where a physical feature puts a disabled person at a substantial disadvantage in comparison with persons who are not disabled, the person to whom the duty applies must take reasonable steps to avoid the disadvantage. More details about how the duty operates in the goods and services contexts can be found in Schedules 2 and 8 of the Act” (see Appendix E).

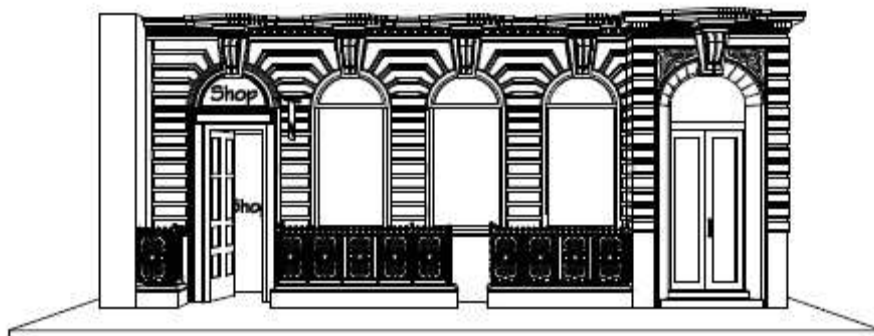
7.5 In respect of more sensitive ‘Listed’ buildings, there is sometimes conflict between the need to preserve the architectural quality of an entrance and the desire to improve access. In such situations, what is ‘reasonable’ may be viewed differently, but when issues arise, they are rarely insurmountable. Cadw’s publication, ‘Overcoming the Barriers : Providing Physical Access to Historic Buildings’ (2002), gives good practical advice and examples for improving access to ‘Listed ‘ or historic buildings.

Figure. 19 Modern shop front altered to allow for a wider entrance



7.6 The above examples show how an existing shop front has adapted the entrance to accommodate DDA requirements.

Figure. 20 This listed building shows levelled access for the entrance on the left with stepped access on the right



7.7 Further advice can be obtained from the Council's equalities team: [Cardiff Council Equalities Team](#) or Access Officer (Tel: 029 20872627), Conservation, and Development Control teams (see Appendix B).

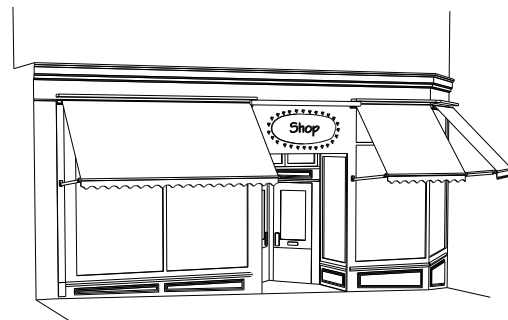
8.1 Canopies and blinds give protection to the contents of a shop window display and to customers from sunlight, rain and wind:

- It is important that the design of the blind/canopy respects the character of the building, and that its size, proportion, position, colour and shape compliments that of the shop front building.
- Retractable blinds should retract fully into the fascia. Blinds should be boxed discreetly, located and not obscure the shop front or other architectural features.
- Blinds should only be located at ground floor level and retain a minimum clearance of 2650mm above the pavement.
- In the city centre fixed glazed canopies may be appropriate to allow for protection against adverse weather conditions.

Figure. 21 Retractable blinds



Shop front showing blinds retracted



Shop front showing blinds open

9.1 Many shops, particularly cafes, restaurants, greengrocers or hardware shops use an area in front of the shop for tables and chairs or to exhibit goods for sale. Care should be taken to avoid obstruction and to allow access for all users. This use may require a licence from the Highway Authority. Please contact the Highways department (tel: 029 20785200) or email Highways@cardiff.gov.uk

9.2 Properties wishing to use the public realm for tables, chairs or to exhibit goods for sale must ensure that waste and recycling is managed to avoid it escaping and causing street litter. Businesses have a duty of care to dispose of their waste correctly. For further information please contact Waste Management.

9.3 The [Cardiff City Centre Public Realm Manual \(2009\)](#) outlines the criteria for street cafes; activity and display sites; market stalls in that locality. In district or local centres such activities are less likely to be able to be achieved. Applicants should have due regard to Part VIIA of the Highways Act 1980 when considering the use of the public realm.

Figure. 22 Tables and chairs and goods on the adopted highway



10.1 Traditional Arcades

This guidance relates to premises in the Victorian and Edwardian Arcades, particularly Castle, High Street/Duke Street, Morgan, Royal and Wyndham Arcades. The Arcades contribute significantly to the character and architectural integrity of the city centre and special regard should be given to those which are listed and/or lie within Conservation Areas. The main principles are:

- Retain and refurbish original shop fronts or architectural features.
- Where the replacement of a shop front is deemed necessary materials and finishes should be sympathetic to the age and character of the building, and traditional joinery details adhered to.
- Doorways and entrances will be expected to be retained in their original form e.g. recessed, or in plain as originally constructed.
- Externally fitted security shutters are unacceptable in arcade shop fronts.
- Fascias with illuminated advertising on arcade shop fronts are unacceptable.
- Projecting illuminated box signs on arcade shop fronts are unacceptable.

Figure. 23 Cardiff exhibits a variety of traditional arcades



At the date of publication this guidance was intended to be read in conjunction with the relevant documents noted in the appendices attached.

A. POLICY CONTEXT:

NATIONAL POLICY GUIDANCE

Planning Policy Wales (PPW) (Edition 4, February 2011)

TAN 12 Design (June 2009).

2.4 “Good design is also inclusive design. The principles of inclusive design are that it places people at the heart of the design process, acknowledges diversity and difference, offers choice where a single design solution cannot accommodate all users, provides for flexibility in use, and, provide buildings and environments that are convenient and enjoyable to use for everyone”.

2.6 Design which is inappropriate in its context, or which fails to grasp opportunities to enhance the character, quality and function of an area, should not be accepted, as these have detrimental effects on existing communities.

3.2 Early consideration of design, well in advance of any planning application is essential to achieving good design.

4.1 Design for the built environment plays a key role in economic growth and in raising the quality of the places where we live and work.

4.5 In many cases an appraisal of the local context will highlight distinctive patterns of development or landscape where the intention will be to sustain character. Appraisal is equally important in areas where patterns of development have failed to respond to the context in the past. In these areas appraisal should point towards solutions which reverse the trend.

4.8 Appraising “character” involves attention to....historic street patterns...prevalent materials in buildings or floorscape, architecture and historic quality...land use patterns...skylines and vistas.....

4.9 Thorough appraisal of context can provide design pointers, which help to inspire an innovative design response.....

5.6.2 The general aspects of the ‘character’ objective of good design should be pursued but more detailed information maybe needed in relation to key issues such as:

- In retail areas distinctive design and proportions of shop fronts, signs and lettering....

5.17.1 “Local authorities are required to have due regard to crime and disorder prevention in the exercise of their functions under Section 17 of the Crime and Disorder Act 1998. Consideration should be given to practical ways in which the design of development can reduce opportunities for crime, disorder and anti-social behaviour.”

TAN 22 'Planning for Sustainable Buildings' June 2010

This technical advice note sets out guidance on the procedural elements of meeting the policy for addressing climate change and sustainable buildings.

Welsh Office Circular 13/97 Planning Obligations**Welsh Office Circular 61/96 Planning and the historic environment**

The setting of listed buildings

'...The setting is often an essential part of a building's character...' (Para 11, page 4).

In the exercise of its functions relating to buildings or other land in a conservation area, '...special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area' (secn 72) PLB&CA A 1990

Welsh Office Circular 16/94 Planning Out Crime**Welsh Assembly Government : Cadw - Overcoming the Barriers : Providing Physical Access to Historic Buildings (2002)****LOCAL POLICY GUIDANCE****City of Cardiff Local Plan Adopted January 1996**

City of Cardiff Local Plan - This draft guidance supplements Policy 11 (Design and Aesthetic Quality) of the City of Cardiff Local Plan (adopted January 1996), which states: 'All new development should be of good design which has proper regard to the scale and character of the surrounding environment and does not adversely affect the aesthetic quality of the area.'

Policy 11 design and aesthetic quality

All new development should be of a good design which has proper regard to the scale and character of the surrounding environment and does not adversely affect the aesthetic quality of the area.

Policy 3 development in Conservation Areas

Development proposals will only be permitted in Conservation Areas if they preserve or enhance the character and appearance of the area.

Paragraph 2.3-2.3.3 Listed buildings

Policy 47 City Centre Principal Shopping Area

Policy 48 Principal Shopping Area change of use

Policy 49 District and Local Centres

The Cardiff Unitary Development Plan - The Cardiff Unitary Development Plan was placed on deposit in October 2003. Following introduction of the European SEA (Strategic Environmental Assessment) Directive in 2004 and subsequent up-dated guidance from the Welsh Assembly Government on development planning, the Council has sought the agreement of the Assembly to cease preparation of the Cardiff UDP and commence preparation of a Local Development Plan (LDP).

Guidance issued by the Welsh Assembly Government in respect of LDPs indicates that where a UDP has been put on deposit it may remain a consideration in development control decisions until such time as an LDP has been placed on deposit. Generally, the weight to be attached to policies in emerging UDPs depends on the stage of plan preparation, the degree of any conflict with adopted plans, and the number and nature of any objections and/or representations in support of the policy.

Policy 2.20 Good design

All development will be required to demonstrate good design by:

- a) satisfactorily responding to local character and context.:
- b) achieving a legible development which relates well to adjoining spaces and the public realm:

Policy 2.20.14 Design can also help to produce safe environments by addressing security issues, crime prevention and fear of crime in the design of buildings and the spaces and routes between them. Good design can help discourage crime and create successful environments where people feel safe and unthreatened. Best practice is evolving through initiatives such as the Association of Chief Police Officers Secured by Design initiative.

Policy 2.51 Statutory Listed Buildings

Policy 2.52 Locally Listed Buildings

Policy 2.53 Conservation Areas

B. CONTACTS AT CARDIFF COUNCIL:

Planning advice, Building Control advice, maps to download of Conservation Area Boundaries, advice on statutory considerations listed above. www.cardiff.gov.uk

Development Control – planning permission, pre-application discussions, Conservation Area and Listed Building Consent.

developmentcontrol@cardiff.gov.uk

Tel: (029) 20871135

Building Control – Building Control Regulations

buildingcontrol@cardiff.gov.uk

Tel: (029) 20871363/1377/1153

LDP (Local Development Plan)

developmentplan@cardiff.gov.uk

Tel: (029) 20873485

Conservation and Historic Buildings

conservation@cardiff.gov.uk

Tel: (029) 20873485

Design Team

design@cardiff.gov.uk

Tel: (029) 20873489

Equalities Team

equalityteam@cardiff.gov.uk

Tel: (029) 20872627

Highways

highways@cardiff.gov.uk

Tel: (029) 20785200

C. OTHER ORGANISATIONS:

BREEAM Building Research Establishment (BRE) Breeam centre.

www.breeam.org

BRE WALES – Provide best practice guidance on sustainable development in Wales.

www.bre.co.uk

Secured by Design – Award scheme owned by the Association of Chief Police Officers Crime Prevention Initiatives (ACPO.CPI)

www.securedbydesign.com

All shutters should be capable of achieving a minimal level of performance as recommended by an accredited organisation. These include The Association of Police Officers, 'Secured by Design' guidance recommends shutters that are certificated to an approved standard; or the Loss Prevention Certification Board, the UK's leading independent certification body, operates a product approval scheme to Loss Prevention Standard (LPS) 1175. For advice on the design and type of shutter and window please go to www.securedbydesign.com. The site also lists reputable shop fitters.

Cadw – The Welsh Assembly Government's historic environment service.

www.cadw.wales.gov.uk

DCFW – Design Commission for Wales – National organisation providing design review service.

www.dcfw.org

Tel: (029) 20451964

Energy Saving Trust – a non profit organisation that promotes the sustainable and efficient use of energy in housing.

www.energysavingtrust.org.uk

Crime Prevention Through Environmental Design (CPTED) is defined as a multi-disciplinary approach to deterring criminal behaviour through environmental design. CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts by affecting the built, social and administrative environment. It is pronounced sep-ted and is known by various labels or names around the world such as Designing Out Crime and other acronyms. The ICA supports local organizations, practitioners and communities that utilise CPTED principals to create safer communities and environments.

www.cpted.net

Safer Places will be of interest to anyone involved in the planning and design of new development. Its main audience is likely to be the officers and councillors in local authorities who guide and control development. But the guide will also be relevant to those who promote development and advice on it, including the Police. Safer Places focuses on seven attributes of sustainability that are particularly relevant to crime prevention.

www.communities.gov.uk/publications/planningandbuilding/saferplaces

Planning Aid - access guidance

This site provides information about the land use planning system in Wales. It explains how you can get involved in planning and where to find further help.

www.planningaidwales.org.uk

Diverse Cymru (formally Cardiff and Vale Coalition of Disabled People)

3rd floor Alexandra House
307-315 Cowbridge Road East
Canton
Cardiff
CF5 1JD
Tel: 02920 368888

www.cardiffinstitutefortheblind.org

Cardiff Institute for the Blind

www.cae.org.uk

Centre for Accessible Environments

D. REFERENCES:

- Welsh Assembly Government, Planning Policy Wales (Edition 3, July 2010)
- Welsh Assembly Government, Technical Advice Note 12, Design (2009)
- Welsh Assembly Government, Technical Advice Note 22, Planning for Sustainable Buildings (June 2010)
- The Equality Act 2010
- Disability Discrimination Act (DDA) 1995 & 2005
- Welsh Assembly Government: Cadw - Overcoming the Barriers: Providing Physical Access to Historic Buildings (2002)
- The Building Regulations (Amendment) 1998 Part M. Access to and use of buildings Association of Police Chief Officers, Secured by Design principles, (2004)
- CABE, Inclusion by Design, Equality, Diversity and the Built Environment, (2008)
- English Historic Towns Forum, Shop fronts and advertisements in historic towns (1991)
- English Historic Towns Forum, Book of details and good practice in shop front design (1993)
- Department for Communities and Local Government, Outdoor advertisements and signs: a guide for advertisers. (June 2007)
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- Cardiff Council, City Centre Design Guide (Sept 1994)
- Office of the Deputy Prime Minister, Safer Places: The Planning System and Crime Prevention (2004)
- Safer Places: A counter terrorism supplement consultation document (July 2009)
- Cardiff Council, Designing for accessibility guidance notes
- A LABC Publishing Publication, Accessibility by design –a standard design
- British Standards Institute, BS3800, Design for Buildings and their approaches to meet disabled people.
- Department of Transport, Inclusive mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure (2002)
- Town and Country Planning Act 1990
- Town and Country Planning Act (Control of Advertisement) Regulations 1992
- Planning (listed Buildings and Conservation Areas) Act 1990
- Newport City Council, Security measures for Shop fronts & Commercial Premises (March 2006)
- Alwyn Jones Penseiri Architects, The making of Maesteg. A design guide for Maesteg Town Centre (2004)
- South Lakeland District Council, Shopfront Design Toolkit (May 2004)
- Royal Borough of Kingston upon Thames, Shopfront and Shop sign design guide (2005)
- Sefton Council, Shop fronts security and signage (November 2003)
- Islington Council, Shop front design guide (2003)
- Cheltenham Borough Council Shopfront design guide (February 2004)
- National Association of Shopfitters, Directory of members and annual report (2009)
- Her Majesty's Government (March 2009) Pursue, Prevent, Protect, Prepare: The UK's Strategy for Countering International Terrorism.

- Manual for Streets, (2007), Dept for Transport; Dept for Communities and local Government and Welsh Assembly.
- Manual for Streets 2 Wider application of the principles October 2010
- The Recessed Pest. Reducing crime opportunities in recessed doorways (2002)
- Collection and Storage facilities SPG Approved March 2007.
- Conservation Area Appraisals Adopted 2005-2009
- Sign Design Guide by Peter Barker and June Fraser
- JMU & Sign Design Society, RNIB, London 2000
- Building Regulations 2010 and approved document to Part B Fire and safety and Part M access to and use of buildings.

E. FURTHER INFORMATION SUPPLIED BY THE BUILDING CONTROL AND EQUALITIES TEAMS, CARDIFF COUNCIL:

INCLUSIVE DESIGN

Disability Discrimination Act 1994 and extended 2004

The DDA requires that service providers make 'reasonable adjustments' to their premises to tackle any physical features that prevent disabled people from using their services.

The Equality Act 1st October 2010

The Equality Act will make it easier for people, employers, businesses and service providers to understand their rights and responsibilities. The Act levels up the protection from direct and indirect discrimination, harassment and victimisation, for people based on '9 protected characteristics', -age; disability; gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Email: equalityteam@cardiff.gov.uk

Key Design Principles

Reference BS8300 2009 Section 6, entering a building, which refers to entrance doors; design, width and operation, door furniture and access control systems. Cash dispensers are referred to in BS8300 Part 10.2.

BUILDING CONTROL

Building Regulations 2010, Part M Section 2 'Access to Building Other than Dwellings' and BS8300:2009 and BS 18477 Inclusive Services (October 2010).

Guidance for arcades

Reference to Building Regulations 2010 and Fire Safety Order 2005 with respect to design considerations within arcade units.

Fire Safety Order 2005

There is a requirement to undertake fire risk assessments and reviews where circumstances have changed. Consult the Fire and Rescue Service for advice where necessary.

Security Measures

Building regulations approval will be required if you are replacing the whole of the fixed frame and opening parts of one or more windows. Please contact Building Control for further information. Email: buildingcontrol@cardiff.gov.uk

Reference: Part N of Building Regulations 'Glazing safety in relation to impact, opening and cleaning.

F. CONSULTATION REPRESENTATIONS AND RESPONSES:

Public consultation on the SPG was undertaken between Wednesday 4th May until Wednesday 1st June 2011. A press notice was placed in the May edition of the Capital Times and notices and copies of the draft guidance were placed in all Cardiff libraries and at City Hall and County Hall. The draft guidance was also published on the Council website.

The draft SPG was presented to Planning Committee for information. Letters notifying that consultation was being undertaken on the draft guidance were sent to all Cardiff councillors, the Welsh Assembly Government, Community Councils in Cardiff and the following that are known to have general interest in planning in Cardiff or a potential interest in this guidance:

- Adamsdown Communities First Co-ordinator
- Alder King
- Curzon Real Estate
- Architecture519
- Arup
- Asbri Planning
- Atisreal Limited
- Atkins
- Austin-Smith:Lord
- Baker Associates
- Barton Willmore Planning Partnership
- BCB International Ltd
- Boyer Planning
- Butetown Communities First Co-ordinator
- C2J Architects
- CADW ***
- Caerphilly County Borough Council
- Campaign for Real Ale
- Cardiff & Vale Coalition of Disabled People
- Cardiff Access Group
- Cardiff Civic Society
- Cardiff University (Architecture)
- Cardiff University (Planning)
- CFW Architects
- CGMS Consulting
- Civic Societies of Cardiff and Penarth
- Civic Trust Wales
- Connections Design
- Conservation Advisory Group (Cathedral Rd)
- Conservation Advisory Group (East Cardiff) ***
- Cooke & Arkwright
- South Wales Police Crime Reduction Design Advisor***

- David Preece, Architect
- Davies Sutton Architects
- Derek Prosser Associates
- Design Circle - RSAW South
- Design Commission for Wales
- Design Group 3 Architects
- Disability Wales
- DTB Design
- DLP Consultants
- Dominion's Arcade
- DPP Planning
- DTZ
- Ely & Caerau Communities First Co-ordinator
- EMC Programme Co-ordinator
- Energy Savings Trust Ltd
- Fairwater/Pentrebane PACT
- Fairwater (Pentrebane) St Mellons, Trowbridge Communities First Co-ordinator
- Firstplan
- Georgian Group
- Gerald Eve LLP
- GL Hearn
- Grangetown, Plasnewydd & Rumney Communities First Co-ordinator
- GVA Grimley
- Hallam Land Management
- Harmers Ltd
- Helical Bar (Wales) Ltd
- Hyland Edgar Driver
- Jane Hayes
- John Lewis, Cardiff
- John Wotton Architects
- Knight Frank
- Level Ltd
- Lisvane Community Association
- Lisvane Community Council
- Living Streets Cardiff
- Llandaff Society
- Llanrumney Communities First Co-ordinator
- Lovell Partnerships Ltd
- Loyn & Co Architects
- Malcolm Scott Consultants Ltd
- Morgan Cole
- Morgan Signs
- Nathaniel Lichfield & Partners Ltd
- National Association of Shopfitters
- National Grid Property Holdings

- Newport City Council
- Old St Mellons Community Council
- Paul Dickinson & Associates
- Peacock and Smith
- Pegasus Planning Group
- Pentyrch Community Council
- Peter Brett Associates
- Petersen Williams Architects
- Phillippa Cole, Planning Consultant
- Planning Aid Wales
- POSW - Planning Officers' Society Wales
- Powell Dobson
- R P S Planning Transport & Environment
- Radyr & Morganstown Community Council
- Rhondda Cynon Taff Council
- RICS Wales
- RIO Architects
- Robertson Francis Partnership
- Rounded Developments
- Royal Society Architects in Wales
- Royal National Institute for the Blind (Cardiff Vales and Valleys)***
- Royal National Institute for the Deaf
- Riverside Communities First Co-ordinator
- RTPI Wales
- Savills
- Shawn Cullen
- Queens Arcade Shopping Centre Manager
- Capitol Centre Shopping Centre Manager
- St David's Partnership
- SK Designs
- SLR Consulting Ltd
- Society for Protection of Ancient Buildings
- South Wales Police
- Splott Communities First Co-ordinator
- St Fagans Community Council
- Stedman Architectural
- Stephen Hobday MBE Chartered Architect
- Stride Treglown Town Planning
- Strutt and Parker
- Sullivan Land and Planning
- Tanner & Tilley
- Terry Nunns Architects
- The 20th Century society
- The Planning Bureau
- Tongwynlais Community Council

- Trowbridge Mawr Neighbours & Residents Action Group
- Turley Associates
- Urban Solutions Ltd
- Vale of Glamorgan Council
- Victorian Society
- Voluntary Action Cardiff Communities First
- Watts and Morgan
- Welsh Assembly Government
- Welsh Health Estates
- White Young Green Planning
- Wigley Fox Partnership

Comments specifically or generally relevant to the draft guidance were received from the above consultees indicated with *** and from:

- Cllr. Rodney Berman
- Cllr. Judith Woodman
- Cllr. Freda Salwey
- Cllr. Richard Jerrett
- Cllr. Adrian Robson
- Cllr. Jayne Cowan
- Cllr. Brian Jones
- Robert Davidson (individual)

Paragraph (Consultation Draft)	Comment	Response
General	<p>Planning Committee considered the draft guidance following a presentation to members in July 2011. It was well received and widely supported. Discussions followed notably on the following topics:</p> <ul style="list-style-type: none"> • Part VIIA of the Highways Act 1980 • Licensing • Security shutters 	<p>Insert new para in 5.6</p> <p>Figure 8 demonstrates the preference is for transparent shutters. An application for solid shutters will only be considered if it is supported by evidence to justify the need to address security issues. In some circumstances a temporary planning permission may be deemed appropriate to allow a reassessment if circumstances change.</p>
General	<p>The SPG is clear and concise with well written and accessible text with helpful supporting illustrations. The SPG covers all of the principal issues, including signage, lighting and security, as well as context, without becoming overly prescriptive and lengthy.</p> <p>It will complement other guidance produced by the LPA, including conservation area appraisals and management plans, and if formally adopted should prove to be a useful tool for the Conservation and Development Control Officers.</p>	No change
General	The draft sent out for consultation is thoughtful and inclusive of all disabilities in the design process.	No change.
General	It is important that shop fronts and signs throughout the Cardiff area are in keeping not only with the existing building but also others in the area, particularly in a Conservation Area. Shopping centres should have an aesthetic co-ordinated design without visual clutter. This view is evident in 2.6.	No change.
General	Inappropriate shop fronts and signage continue to appear in the city centre which is designated a Conservation Area.	<p>No change.</p> <p>The SPG outlines the aims and objectives to raise the quality of design of shop fronts and signage across Cardiff. The key design principles consider the design of the shop front; architectural detailing; signage; security and illumination in respect of the context - character and setting of the shop front. Where a shop front is located in a Conservation Area or it is a listed building stringent measures will be applied.</p>

Paragraph (Consultation Draft)	Comment	Response
General	Inappropriate use of gaudy colours and plastic signage on historic buildings.	No change The Planning system is limited in its powers to control colour in terms of shop fronts and inappropriate signage. However, suitable powers can be used by way of a condition where premises are in a Conservation Areas and/or a Listed Building.
General	<p>The SPG is clear and concise with well written and accessible text with helpful supporting illustrations. The SPG covers all of the principal issues, including signage, lighting and security, as well as context, without becoming overly prescriptive and lengthy.</p> <p>It will complement other guidance produced by the LPA, including conservation area appraisals and management plans, and if formally adopted should prove to be a useful tool for the Conservation and Development Control Officers.</p>	No change
Inclusive Design (general)	<p>Request consideration of the following points:</p> <ol style="list-style-type: none"> 1. Clear point of entry with use of contrasting door frame and door. 2. Door handles should be easily accessible, large and contrasting, especially on glass/clear doors. 3. Doors should always open inwards to eliminate accidents. 4. Shop signs should be located with a contrasting sign so that it can be easily seen. 5. Ground floor access is preferable as it is the most accessible means of entry into the premises. Where necessary, ramps should be used 6. Consider the placement of street furniture e.g display boards, tables and chairs, to reduce clutter 	<p>Most of these issues are dealt with by other legislation. However, Section 6 'Signs and Advertisements', (Para 6.13) outlines the importance of avoiding wholly transparent doors which may not be apparent to the partially sighted.</p> <p>Para 6.14 (A boards) discusses the need to keep pavements and areas in front of shops clutter free for the benefit of all users.</p> <p>Section 7 'Inclusive Design' recognises the importance of shop entrances that are well lit, level and with no obstructions (Para 7.2).</p> <p>Section 9 'Shop front public realm' para 9.1 outlines the importance of a clutter free environment and for goods; signs or tables and chairs not to obstruct the highway.</p> <p>Recommend including the website address for the Cardiff Institute for the Blind in Appendix C Other Organisations.</p>

Paragraph (Consultation Draft)	Comment	Response
Introduction	Clarify the scope for the SPG to include not just A1 uses but A2 and A3 including pubs and wine bars.	Amend Para 2.6 to read: This guidance relates to A1 Uses (shops) e.g. travel agents, post offices; A2 Uses (Financial and professional services) e.g. banks and building societies and A3 Uses (food and drink) : restaurants, cafes, pubs, wine-bars and hot food takeaways.
Section 4 Design	The modern illustrations don't show a stall riser solution for the suburbs.	No change Figure 4 demonstrates the modern alternative for shop fronts. This design can be used as a guide for any location across the city. It incorporates a stall riser to aid security and safety with reinforced glass.
Section 4 Design	Section 4.4 and also Figure 3 (section 4.2) shows a recessed door in a traditional shop frontage, but Figure 1 (section 3.4) states: "recessed doors/entrances can attract anti-social behaviour". Although I understand that modern shop frontages discourage a recessed doorway, is there potential for confusion?	No change The text relating to Figure 1 and paragraph 4.4 demonstrates that recessed doors can in some cases attract anti social behaviour. However, with new security measures and improved lighting this issue can be controlled. Furthermore, this is a style typical of traditional shop fronts in Cardiff suburbs and arcades.
Section 4 Design	Recessed entrances should be avoided as pointed out in the document not only in relation to anti social behaviour but also because they make it more difficult for the disabled and people using children's prams for gaining access.	No change
Section 4 Design	In relation to point 4: Design. Applications from major retailers could be problematic as they often have a corporate image for both in town and out of town shopping centres e.g. Tesco. I fully support the key design principles outlined in section 4.3.	No change
Section 4 Design	4.6 Cash dispensers Recommend the use of a facility for the deposit of unwanted receipts which should be emptied frequently.	Insert additional sentence in section 4, para 4.6 A facility for the deposit of unwanted receipts should be considered as part of the design.

Paragraph (Consultation Draft)	Comment	Response
Section 4 Design	Agree with the points made in 4.6 as cash dispensers are much in use and can cause a litter problem. They also need to be well lit particularly for security.	No change
Section 4 Design	Cigarette bins. It is not recommended that they are incorporated into the design of the shop front as they are often left overflowing and not maintained. Free standing bins are preferred.	No change The aim of this SPG is to provide guidance and advice to Planning Officers; members of the public; shop keepers; businesses etc. We can suggest the need for a collection facility but cannot stipulate the design.
Section 5 Security	Good points and helpful advice as outlined in section 5.0 to be welcomed.	No change
Section 5 Security	Request the views of the insurance industry and its response to security and vandalism.	No change. The purpose of this SPG is to raise the overall standard of design in terms of shop fronts and signage. For each application a series of key design principles are applied and each application is determined on its own merits. The Planning Officer will enter into a series of discussions with the applicant with the aim of reaching a reasonable decision. Figure 8 Security Shutters demonstrates the variety of transparent shutters available on the market which are produce to a recognised standard as stated by 'www.securedbydesign.co.uk'. The Association of Police Officers, 'Secured by Design' guidance recommends shutters that are certificated to an approved standard. The Loss Prevention Certification Board, the UK's leading independent certification body, operates a product approval scheme to Loss Prevention Standard (LPS) 1175.
Section 5 Security	The document is both comprehensive and fully outlines the method by which Planning Policy Wales and legal obligations under the Crime and Disorder Act are translated into practical planning guidance.	No change

Paragraph (Consultation Draft)	Comment	Response
Section 5 Security	Request the Council takes a tougher stance on the type of shutter frontage that is acceptable.	<p>No change</p> <p>The purpose of this SPG is to raise the overall standard of design in terms of shop fronts and signage. For each application a series of key design principles are applied and each application is determined on its own merits (in terms of security, para 5.4-5.7). The Planning Officer will enter into a series of discussions with the applicant with the aim of reaching a reasonable decision. Figure 8 Security Shutters demonstrates the variety of transparent shutters available on the market which are produced to a recognised standard as stated by 'www.securedbydesign.co.uk'.</p> <p>The Association of Police Officers, 'Secured by Design' guidance recommends shutters that are certificated to an approved standard. The Loss Prevention Certification Board, the UK's leading independent certification body, operates a product approval scheme to Loss Prevention Standard (LPS) 1175.</p>
Section 5 Security	We particularly welcome Section 5.5 and Fig 8 (Section 5.6) which clearly demonstrates that solid roller shutters are unacceptable.	No change
Section 6 Shop front signs, Advertisements and Illumination	<p>Is there a way that the Council can control shops at night time which are left brightly illuminated?</p> <p>These premises can be disturbing to nearby residents and increase light pollution as well as increasing the use of fuel/energy which we are trying to reduce.</p> <p>Lighting provides a safe environment at night where street lighting is lacking. Safety issues must also be considered.</p>	Our statutory ability to control illumination of shop fronts through the planning process is limited. Not all signs require planning consent and generally, with those that do, we can only condition the switching off of illuminated signs at night where it can be demonstrated that light disturbance is likely.

Paragraph (Consultation Draft)	Comment	Response
		<p>However, the SPG does strongly recommend that applicants discuss lighting proposals with their case officer with a view to producing low energy efficient and sensitive schemes so as not to detract from the character and setting of a place or building.</p> <p>In addition, if an investigation of a complaint from a nearby resident showed that the light generated by a shop front was so excessive that it materially interfered with the use and enjoyment of their property then there are measures that the Council could take in terms of Statutory Nuisance etc.</p> <p>The best way to progress this issue will be through our District Centre Strategy work, where we intend to engage with shopkeepers more directly on a centre specific basis. This will allow us to raise the issues of sustainable energy and light pollution with them, and seek collective action that also addresses security issues.</p> <p>Amend Para 6.17 to read,Applicants are strongly advised to discuss lighting proposals with the case officer with a view to producing sensitive and energy efficient schemes.</p>
Section 6 Shop Front Signs, Advertisements and Illumination	The advice given in Section 6.3. and 6.4 is important because overly large signs causing visual clutter can detract from the otherwise pleasing design of a shop front.	No change

Paragraph (Consultation Draft)	Comment	Response
Section 6 Shop Front Signs, Advertisements and Illumination	Why are first floor windows cluttered with vinyl stickers for advertising?	<p>No change.</p> <p>The SPG outlines the aims and objectives to raise the quality of design of shop fronts and signage across Cardiff. The key design principles consider the design of the shop front; architectural detailing; signage; security and illumination in respect of the context - character and setting of the shop front. Where a shop front is located in a Conservation Area or it is a listed building stringent measures will be applied.</p> <p>Para 6.12 states that 'large expanses of stick on vinyl images which reduce transparency of inner activities will generally be resisted...an acceptable alternative is suspended signage appropriately positioned behind and at a distance from the glass'.</p>
Section 8 Canopies and Blinds	In relation to section 8 all canopies and blinds in a shopping area/centre should be the same design and colour.	<p>No change.</p> <p>It is important that the design of the blind/canopy respects the character of the building, and that its size, proportion, position, colour and shape compliments that of the shop front building.</p>
Section 9 Public Realm	<p>Properties wishing to use the public realm for tables, chairs or to exhibit goods for sale must ensure that waste and recycling is managed to avoid it escaping and causing street litter.</p> <p>Businesses have a duty of care to dispose of their waste correctly. Please ensure the waste and recycling is presented for collection on the correct day and time.</p>	<p>Recommend the inclusion of additional paragraph in Section 9 Public Realm, after Para 9.1 :</p> <p>9.2 Properties wishing to use the public realm for tables, chairs or to exhibit goods for sale must ensure that waste and recycling is managed to avoid it escaping and causing street litter. Businesses have a duty of care to dispose of their waste correctly. For further information please contact Waste Management.</p>

Paragraph (Consultation Draft)	Comment	Response
Section 10 Arcades	Inappropriate use of colour and signage in the arcades.	No change The Planning system is limited in its powers to control colour in terms of shop fronts and inappropriate signage. However, suitable powers can be used by way of a condition where a premises is in a Conservation Areas and/or a Listed Building.
Appendix A	There is one point I would like to make and that is for the inclusion of TAN 12 Paragraph 5.17.1 under the heading of National Policy Context (Page 22) which is as follows: Para 5.17.1 "Local authorities are required to have due regard to crime and disorder prevention in the exercise of their functions under Section 17 of the Crime and Disorder Act 1998. Consideration should be given to practical ways in which the design of development can reduce opportunities for crime, disorder and anti-social behaviour."	Insert para 5.17.1 from TAN 12 into Appendix A policy context.



For further information please contact

Strategic Planning
City Development
Cardiff Council
Room 227
County Hall
Atlantic Wharf
Cardiff
CF10 4UW

Tel:029 2087 3458

Fax: 029 2087 3488

E-mail: design@cardiff.gov.uk