

Appendix 1 Kettering Borough Shopfront Design Guidance SPD Comments

Full Name	Organisation Details	Number	Title	Your view	Reason for comment	KBC response
Mr Darren Hale		8.2	Paragraph	Strongly disagree	We cannot continue to live in the 19th Century. Whilst some building ought to be kept for historic reasons the rest should be encouraged to develop with more modern materials and can into account new ways of using them. Glass and decorative features may look nice at first but without full management will quickly become poor. Pigeons, graffiti and vandalism need to be considered. The Council could end up having to pay for their poor design.	Mr Hale is correct in his assertions that we cannot continue to live in the 19th century and for that reason the document has flexibility to allow for modern materials and modern shopfronts where appropriate. There is a distinction in Kettering - there are lots of attractive historic shops and these should be conserved. Where modern design enhances its surroundings it is supported by the SPD.
Mr Darren Hale		9.2	Paragraph	Strongly disagree	Forget the 18th Century. Time to move on.	Again, for some shops and shopfronts which may be listed or within Conservation Areas the '18th century' approach may be appropriate. There are far more historic buildings in Kettering than modern ones and many of the historic ones are of real value. This SPD seeks to encourage their owners to maintain them and make sure they are attractive for the residents of the Borough.
Mr Darren		9.16	Paragraph	Strongly disagree	Heavy corporate branding can ruin a street scene.	Noted. Unsympathetic signage is contrary to the policies contained within the SPD.

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Hale						
Mr Darren Hale		9.17	Paragraph	Strongly disagree	Glass canopies quickly become dirty and when this happens the whole area looks poor.	Keeping the exterior of a building clean in the responsibility of the owner. We cannot justifiably refuse glass canopies because they might get dirty. Glass canopies are a far better option than other materials, as they appear lightweight and do not dominate the building.
Mr Darren Hale		10.4	Paragraph	Disagree	This should be a free service to encourage applicants to engage not another money making venture by the Council	It is not a money making venture. It simply seeks to regain some of the costs associated with providing expert advice to such businesses. It is unreasonable to expect taxpayers of the Borough to be unnecessarily burdened with the costs of providing pre-application advice to retailers who will benefit most from this advice.
Miss Rachael Bust	Chief Planner/Principal Manager Coal Authority		Shopfront Design Guidance SPD	No opinion	Thank you for consulting I confirm that we have no specific comments to make on this document at this stage.	Thank you for your response to the Shopfront SPD consultation.
Mr Robin Shrive	Councillor Broughton Parish Council	9.1	Paragraph	Strongly Agree	A general comment The guidance proposals are very good and will enhance the streets of Kettering, and the borough. Conserving traditional and heritage buildings whilst still allowing for modern innovation will help the town to prosper.	Thank you for commenting on the Shopfront Design SPD.

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Mrs Kerrie Ginns	Planning Liaison Officer Environment Agency	9	Principles of Shopfront Design	No opinion	<p>Flood Proofing</p> <p>A section should be included to protect the building from the effect of flooding.</p> <p>Consideration should be given to the incorporation of flood resilience in the design of shop fronts. For example, an ability to insert stop-logs across a shop front in time of flood may stop that property from flooding without compromising the visual appearance of the shop front.</p>	<p>This SPD provides guidance for shops across the Borough, some which may be in or close to an identified flood zone, others which may not. Whilst the principle of being pro-active to help prevent flood damage is one the SPD supports, if this was included as policy it could result in some unsympathetic designs. Therefore each application should be dealt with on a case-by-case basis and where there is an identified flood risk the design should reflect this. However, this will be for so few units it will be an exception and therefore will not be added to this SPD.</p>
Gerry & Lila Coleridge			Shopfront Design Guidance SPD	Strongly disagree	<p>We have made numerous representations over the past 25 years with respect to the facilities for disabled and elderly people in the Borough which we believe goes somewhat beyond the doorstep of a local shop.</p> <p>We also need to draw the Council's attention to, not only the new Equality Act 2010, but also the case law which now requires an Equality Assessment to be undertaken in respect to all planning applications and other similar policy decisions.</p> <p>We will therefore say that whilst we are pleased to see your reference to the "access for people with disabilities", such dismissive passing reference is now</p>	<p>I have formally responded to Mr and Mrs Coleridge by letter. Their response is a valid one and it is for this reason the advice contained in the SPD is essential. It allows for each application to be considered on its own merits in terms of disabled access and where provision for disabled people is not acceptable the SPD allows for the proposal to be refused. Access for all is a serious consideration and the SPD reflects this.</p>

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					<p>grossly impoverished. We suggest that your policy guidance must now include the need for a proactive Equality Assessment which includes an account of all disabled facilities in the vicinity of all business premises to which disabled people might have the need for access.</p> <p>We will say that such facilities must be within reasonable walking distance. Thus all shops and offices must in future be on a bus route and the buses must have wheelchair access. All shops and offices must be sited near a disabled toilet, with appropriate signage, and so on.</p> <p>Indeed given this response to your need to consult on your future policy guidance, we shall now require from you a copy of the Equality Assessment you will need to make prior to you drafting the final version of the policy guidance rather than simply making ephemeral reference to "disabled access".</p> <p>Access for the disabled now means from door to door - not from pavement to counter or York stone to lino. In other words, before say, Debenhams, opens a store in Kettering there must be a regular bus service during opening hours from within a short walking distance of my front door to their front door, otherwise planning permission must be refused.</p>	

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					For the avoidance of doubt, in addition to the complaints already made to you, any future planning approval given without a written Equality Assessment is liable to be referred to the Equality and Human Rights Commission, to whom I am grateful for their guidance.	
Mr Mike Sawford			Shopfront Design Guidance SPD	Agree	The Kettering Borough Shopfront Design Guidance SPD gives good guidance for shop front design to give Kettering a distinctive and locally characteristic look without being too rigid allowing variation but no extremes of design.	Noted.
MR PHILIP EVANS	Principal Philip Evans Architect		Shopfront Design Guidance SPD	No opinion	In principle, I support the shop front design guidance and comment only as follows on some detailed matters.	
MR PHILIP EVANS	Principal Philip Evans Architect	9.23	Paragraph	Disagree	There can be irreconcilable differences between the need for wide enough doors/ramped accesses and the historic fabric, including established door opening widths and level differences between door thresholds/internal floor levels and the pavement level. The SPD should recognise and address this.	Where the provision of a suitable disabled access would result in the loss of historic fabric to the detriment of the special interest of a Listed Building or the character and appearance of the Conservation Area then officers will take a view on the most suitable way to proceed on a case by case basis.
MR PHILIP	Principal Philip Evans Architect	9.31	Paragraph	No opinion	Is there any planning control generally to prevent the installation in the most basic form of galvanised steel, retro-fitted security devices and, if so, can	Most alterations which materially affect the appearance of a retail unit require planning permission and this will be case for all types of external roller shutters. The Local

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EVANS					retrospective action be taken on existing installations for their replacement with more appropriate designs for the Town Centre?	Planning Authority can therefore exercise its enforcement powers to seek the removal of unauthorised shutters where it is expedient to do so.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY		Shopfront Design Guidance SPD	No opinion	<p>The Civic Society have carefully considered the Shop Front Guidance and enclosed our comments.</p> <p>There are some items which could additionally be considered.</p> <p>A General Description and definition of the visual character of the town which makes it unique would be valuable and if "textures and colours" could be derived from that, would be valuable. These would reinforce the evolving character of the town without it being just another town.</p> <p>It may help to use the East Northants Councils Shop Front Design Guide as a reference. It is available on their web site on the Planning Policy Page "Shop Fronts in</p>	<p>The document is intended to be utilised as a shop front design guide for shopfronts across the Borough and therefore specific definitions regarding the character of the Kettering Town Centre have not been included for this reason. This document is to be used in conjunction with the adopted Kettering Town Centre AAP which goes into considerable detail regarding the character of Kettering town centre.</p>

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					<p>Planning Design". We</p> <p>will be advising Planning Policies Committee members of our suggestions.</p> <p>The illustrations including the cover could be reviewed to include shop fronts not Banks and</p> <p>possibly be added to support the text.</p>	
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY		Shopfront Design Guidance SPD	No opinion	Nice picture BUT cover has no Shop fronts on it.	The images in this document are illustrative. They are provided to showcase examples of well-designed shopfronts of which all properties shown are included.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	1.1	Paragraph	Agree	<p>This guidance provides potential applicants with criteria which will be used to assess</p> <p>Planning Applications relating to new shop fronts and shop signs and the principles of good</p> <p>and appropriate shop front design.</p>	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	1.2	Paragraph	Agree	Agree	Noted.
Mrs	Secretary	1.3	Paragraph	Agree	Agree, but revise point one of "Design Principles as follows. The shop fronts are	The document is intended to be utilised as a shop front design guide for shopfronts

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Monica Ozdemir	KETTERING CIVIC SOCIETY				to be in keeping with Kettering's unique character making reference particularly to colour and texture. They should be in keeping with the rest of the building to which they will be a part, taking into account its age, style and materials. The ground floor frontages should be in keeping with the upper floors.	across the Borough and therefore specific definitions regarding the character of the Kettering Town Centre have not been included for this reason. The design guide refers to an entire shop front, not just the ground floor.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	2	Kettering Town Centre Regeneration	No opinion	The introductory photograph whilst a good example of its kind is probably only appropriate to the large new buildings proposed at Wadcroft/Lower Street. The illustration is of a building in "any town" and not specifically demonstrating a "Kettering Character Design Theme".	The images in this document are illustrative. They are provided to showcase examples of well-designed shopfronts. It is not intended that these photos should set the scale or proportion of development suitable for Kettering.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	2.1	Paragraph	Agree	Agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	2.2	Paragraph	Agree	Agree	Noted.

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Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	2.3	Paragraph	Agree	Agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	2.4	Paragraph	Disagree	Change last sentence to "The delivery of the overall vision will ensure a positive evolution of the Kettering Borough without losing its unique character."	This sentence has been changed to better reflect Kettering Borough's approach to maintaining its unique character as follows 'The delivery of the overall vision will ensure the revitalisation and success of Kettering Borough, whilst maintaining the areas unique character'
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	3.1	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	3.2	Paragraph	Agree	Agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	3.3	Paragraph	No opinion	Later in the 20th Century, Kettering saw further development including the demolition of characterful buildings on Bakehouse Hill and the construction of the Newland Centre. Whilst development of this area introduced a	Noted.

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					<p>contemporary style of its time, early parts of the</p> <p>development are planned to be replaced with buildings and designs more appropriate to</p> <p>Kettering specifically. Growing trading in the Newland area saw a decline in the Market area shopping pattern. The Market area has retained Banks, professional offices quality hotels and jewellers.</p>	
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	3.4	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	3.5	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	4.1	Paragraph	Agree	Accept	Noted.
Mrs Monica	Secretary KETTERING	4.2	Paragraph	Agree	Accept	Noted.

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Ozdemir	CIVIC SOCIETY					
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	4.3	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.1	Paragraph	No opinion	<p>Desborough is not a typical small town. Its central area included small factories and terraces</p> <p>of houses where workers lived. They could walk to work, to shop, to church, to the public</p> <p>houses and railway station. The old A6 ran through the town which had one of the earliest</p> <p>Co-operative Movements in the country and provided for all the town's needs. Decline in</p> <p>the Co-operative movement has seen a major decline in its operation in Desborough</p> <p>although many of the properties and land still belong to it. This has resulted in a lack of</p> <p>commercial investment. Unlike other nearby small towns like Rothwell which</p>	Noted.

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					had a market place, Desborough did not and the lack of a "heart to the town" is key to its character.	
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.2	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.3	Paragraph	Agree	Accept	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.4	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.5	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.6	Paragraph	Agree	Accept	Noted.

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Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	5.7	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	6.2	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	6.3	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	6.4	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	7.1	Paragraph	Agree	Accept and agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	7.2	Paragraph	Agree	Accept and agree	Noted.

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Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	7.3	Paragraph	Agree	Accept and agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	7.4	Paragraph	Agree	Accept and agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	8	Modern Shopfronts	No opinion	Illustration is good but boring.	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	8.1	Paragraph	No opinion	In modern buildings, well designed shop fronts which incorporate distinctive materials will be suitable so long as the designs relate to Kettering's unique character and does not detract from the surrounding areas and the shop front is both in proportion with the building and relates to the upper stories.	Noted.
Mrs Monica	Secretary KETTERING	8.2	Paragraph	Agree	Agree	Noted.

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Ozdemir	CIVIC SOCIETY					
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.1	Paragraph	Agree	Agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.2	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.3	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.4	Paragraph	Agree	Agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.5	Paragraph	Agree	Agree	Noted
Mrs Monica	Secretary KETTERING	9.6	Paragraph	Agree	Agree	Noted.

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Ozdemir	CIVIC SOCIETY					
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.7	Paragraph	Agree	Agree	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.8	Paragraph	Agree	Entrance Door, Accept, but check with Police re. secure by Design	Secure by Design is a material consideration in the determination of any subsequent planning applications, it is not the intention of this document to repeat the guidance contained within this document.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.9	Paragraph	Agree	Entrance Door, Accept, but check with Police re. secure by Design	Secure by Design is a material consideration in the determination of any subsequent planning applications, it is not the intention of this document to repeat the guidance contained within this document.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.12	Paragraph	Agree	STALLRISERS traditionally hid the space between the stall display table and the ground and later became incorporated into shop front design. They are a welcome feature but may not always be a part of a modern design. Then add rest of 9.12 in the guide.	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.13	Paragraph	Agree	Agree	Noted

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Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.14	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.18	Paragraph	Agree	Accept	Noted.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.19	Paragraph	No opinion	<p>The use of metal within traditional shop front is generally not accepted however they can be appropriate for modern shop fronts. Bronze shop fronts remain acceptable subject to the detailing being traditional.</p> <p>Aluminium profiles in traditional buildings are not considered appropriate however in new modern buildings it should have appropriate profiling, be powder coated rather than selfcoloured or anodised. Powder coating provides a good finish and is available in a wide range of colours appropriate to Kettering's character. Unfinished or galvanised steel should be avoided; again powder coating is available and provided a suitable finish.</p>	Noted.

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Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.20	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.21	Paragraph	Agree	add this to paragraph: shoppers whether disabled or not more readily enter shops where there is no step and further, disability is then not an issue. Steps provide a physical barrier.	This comment is noted. However, text will remain unaltered and the use of steps will be considered on a case by case basis to ensure historic fabric is not lost and disabled access is maintained.
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.22	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.23	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.24	Paragraph	Agree	Agree	Noted
Mrs Monica	Secretary KETTERING CIVIC SOCIETY	9.27	Paragraph	Agree	correct 're-enforced' to 'reinforced'	Noted, document will be amended accordingly.

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Ozdemir						
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.29	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.30	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.31	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.32	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.33	Paragraph	Agree	Agree	Noted
Mrs Monica	Secretary KETTERING CIVIC SOCIETY	9.34	Paragraph	Agree	Agree	Noted

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Ozdemir						
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	9.35	Paragraph	Agree	Agree	Noted
Mrs Monica Ozdemir	Secretary KETTERING CIVIC SOCIETY	10	What Consents Do I Need?	Agree	Accept. Include whole section.	Noted.